



Framework 13.0 Product Conformance Certification Report

Etiya
TELAURA CRM SUITE
Version 5.0

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Version 1.0



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1 Introduction

1.1 Executive Summary

This document provides details of Etiya self-assessment and TM Forum's Conformance Assessment of the **Etiya Telaura CRM Suite** product, against the following Framework 13.0 components:

- Business Process Framework Version 13.0
- Information Framework Version 13.0

The assessment included a review of:

- The methodology approach to process modeling against the TM Forum's Business Process Framework Release 13.0 according to the specific processes submitted in scope for the Assessment.
- Conformance to the Information Framework Release 13.0 Domains/Aggregate Business Entities according to the specific ABEs submitted in scope for the Assessment.

2 Product Functionality/Capability Overview

2.1 Etiya Telaura CRM Suite – Product Overview

Telaura CRM Suite is an integrated CRM collection for large scale communication service providers which manages leads, customers, products, campaigns and orders. Telaura's core modules are Customer and Account Management, Product Catalog Management, Lead Management, Campaign Management and Order Management. These modules are readily integrated to each other to facilitate most common business interactions of a service provider like selling, ordering, churn and retention. The business processes are implemented using TM Forum's Business Process Framework so that any service provider willing to follow best practices and internationally accepted standards will be able to implement Telaura CRM Suite in its eco-system easily.

With its approved service oriented approach, Telaura CRM Suite offers a very fast time-to-market, enhanced data visibility, decreased operational costs and improved performance. Award winning, Telaura CRM Suite assures that systems and processes can be built on in future, easing the effort needed to keep up with the fast evolution of communications today.

Each module in Telaura CRM Suite was designed to be a part of the complete solution as well as to serve as a stand-alone product. The modules can be replaced or partially integrated with other systems with minimum effort. Telaura CRM Suite has a rule engine that allows configuring complex business rules. The rule engine serves as a business rule repository for internal and external systems. Telaura's rules engine allows non-programmers to add or change business logic in a business process management.

Telaura Customer and Account Management: The core of Telaura CRM Suite is Telaura Customer and Account Management System. Telaura CAM allows creating the customer according to the needs of the owner CSP and manages the customer with all of its aspects; keeps the demographic information about the customer, handles customer contacts, provides customer interface management and a true 360° customer view.

Telaura Product Catalog Management: Telaura Product and Catalog Management System supports definition of convergent product catalogs in a bottom-up manner. System is based on a three layered product structure, services and resources at the bottom, products are created on top of services and resources, and then products are packaged to form offers by adding financial properties to them. System supports creating relations among services, resources, products and offers to define their technical, operational or financial dependencies.

Telaura Sales and Order Management: Telaura Sales and Order Management System manages the customer orders, ensures the validity and integrity of the orders and tracks the orders until all service order are completed. Telaura Sales and Order Management with the help of its rule engine satisfies all business rules regarding a customer order and provides a uniform order entry throughout the enterprise. System supports a convergent order management with complex bundle support.

Telaura Campaign Management: Telaura Campaign Management System allows defining flexible campaigns and manages campaign execution. System supports three-step campaign simulations and campaign performance analysis.

Telaura Lead & Feasibility Management: Telaura Lead and Feasibility Management System manages prospective customers and tracks selling processes from the first contact to the contract phase.

Telaura Churn & Retention Management: Telaura Churn & Retention Management System manages business processes to prevent customer loss and increase loyalty of existing customers.

3 Business Process Framework Assessment Overview

3.1 Mapping Technique Employed

Business Process Framework Level 4 descriptions are analyzed by looking for implied tasks. (This is similar to how process decomposition can use Semantic Analysis). Each Business Process Framework process is supported by descriptive text. In many cases, each process is aligned and mapped to appropriate company documentation references solution, methodology or modeling material.

Note that when a Level 3 process has not been decomposed to Level 4 processes, the implied tasks for the given Level 3 process are analyzed.

The Business Process Framework Level 4 descriptions (or Level 3 if appropriate) are analyzed by looking for implied tasks. Color coded text as highlighted below is used as part of the process mapping whereby highlighted text indicates the level of support for a Level 4 process implied task:

- **GREEN** is used to highlight key words or key statements that are fully supported
- **YELLOW** is used to highlight key words/key statements that are partially supported
- **GREY** is used to highlight key words/key statements that are not supported
- No highlighting is used for words/statements that are irrelevant, just for reference or needed to complete the sentence.

Manual and Automated Support

It is important to determine whether the implied task is supported by manual steps, automated steps, or a combination of both. In this document, “A”, “M”, or “AM” is used for each task to indicate that the step or steps is/are automated (A), manual (M), or both (AM).

TM Forum Note 1: *When process mappings are presented against Level 4 processes, the mappings are provided against the text in the “Mandatory” field for the process. In the event of the Mandatory field not being used, the process mappings are in that case provided against the Level 4 Brief/Extended descriptions.*

TM Forum Note 2: *Note that if a Level 3 process has not been decomposed to Level 4 processes in the Business Process Framework, in such cases the process mapping support is provided against the Level 4 process descriptions (Brief & Extended).*

3.2 Business Process Framework Level 2 Process Scope

The following figures represent the Business Process Framework Level 2 processes (high-lighted in blue) that were presented in scope for the assessment and that were assessed and support the corresponding Business Process Framework processes according to the results in Chapter 6 Framework Conformance.

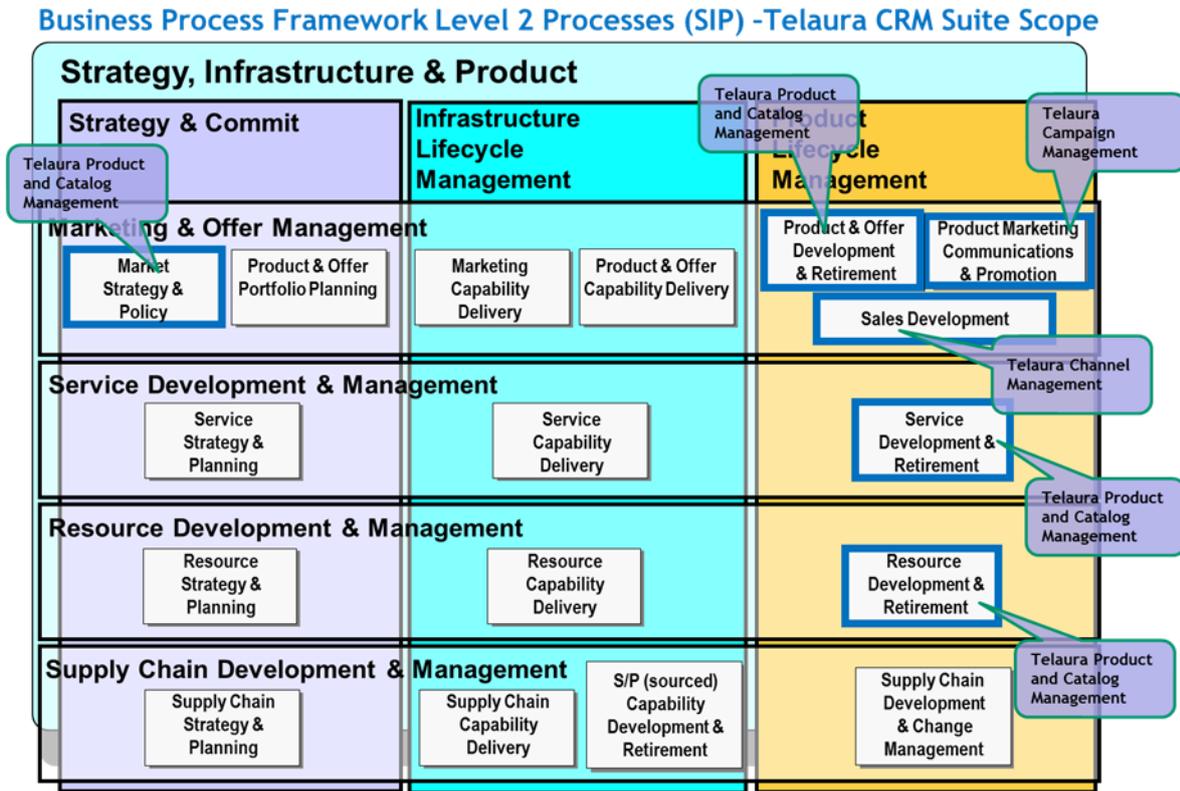


Figure 3-1 SIP Level 2 process coverage for Etiya Telaura CRM Suite Assessment

Business Process Framework Level 2 Processes (OPS) -Telaura CRM Suite Scope

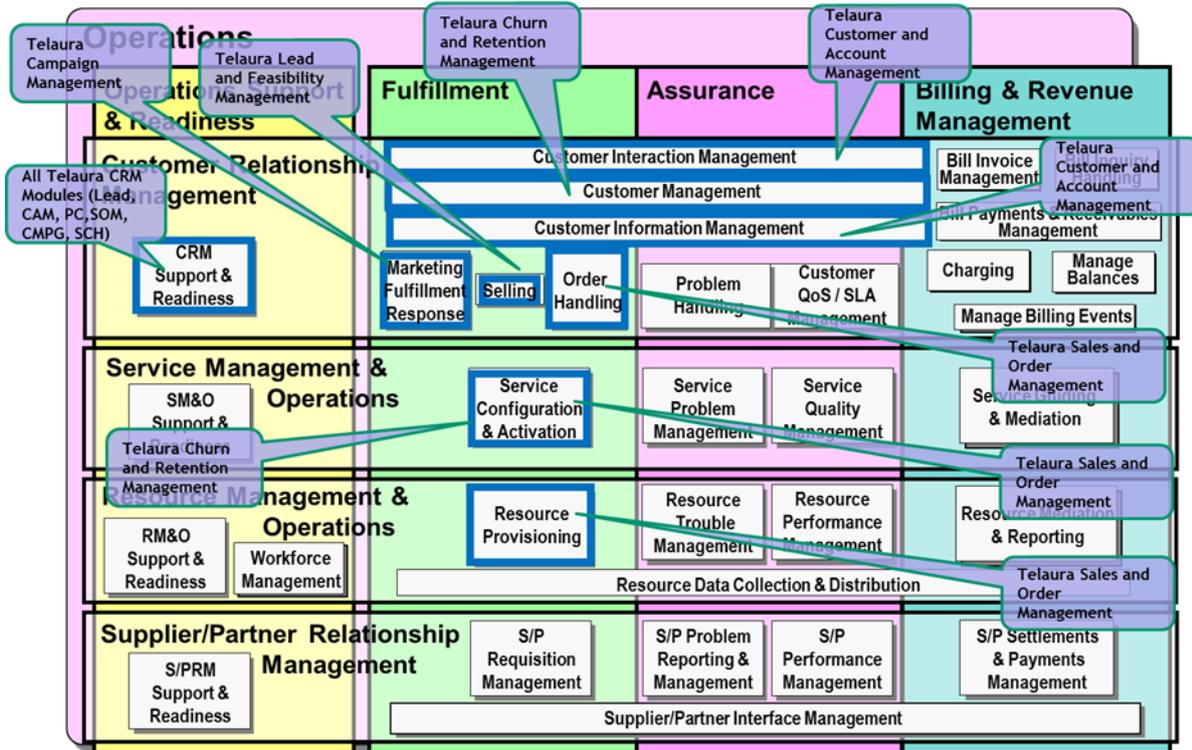


Figure 3-2 Operations Level 2 process coverage for Etiya Telaura CRM Suite Assessment

The following diagram identifies the number of Level 3 processes that were submitted for assessment, for each Level 2 process that was submitted in scope for the Assessment.

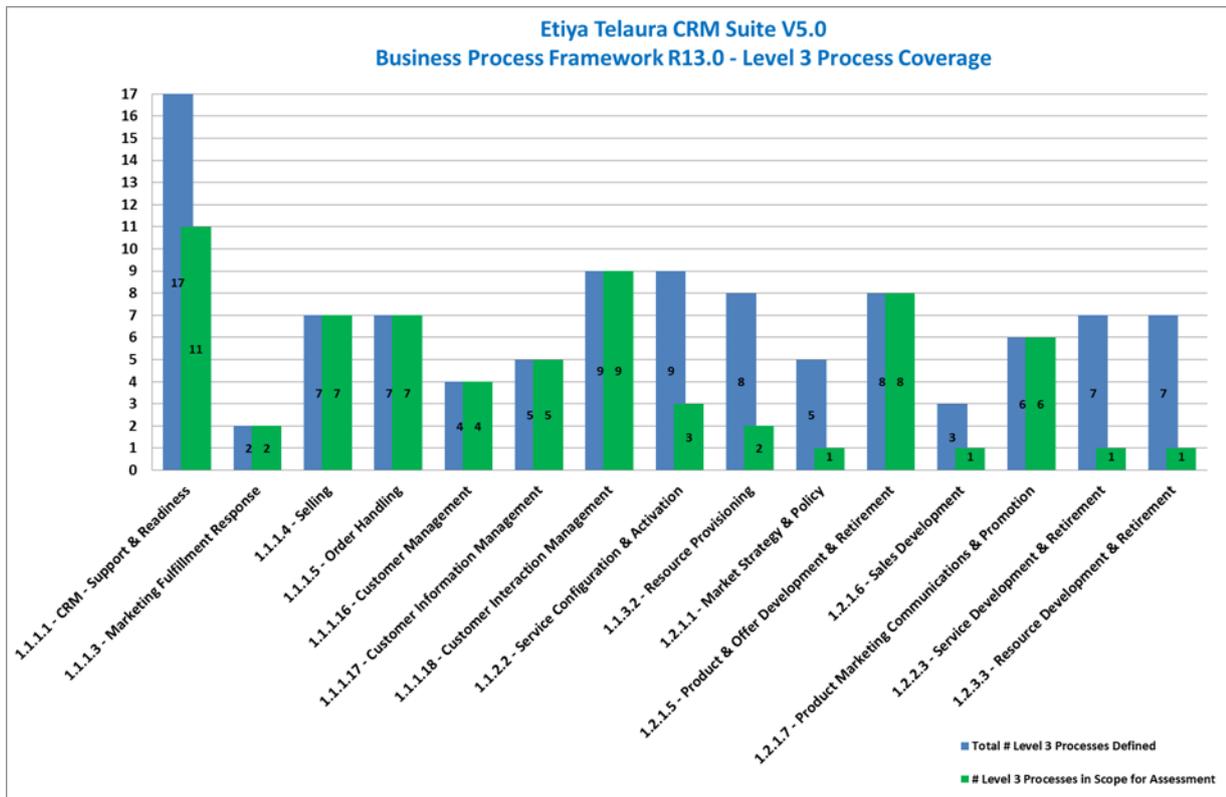


Figure 3-3 Level 3 process coverage for Etiya Telaura CRM Suite Assessment

3.3 Product Scope

This diagram represents the Etiya Telaura CRM Suite product.

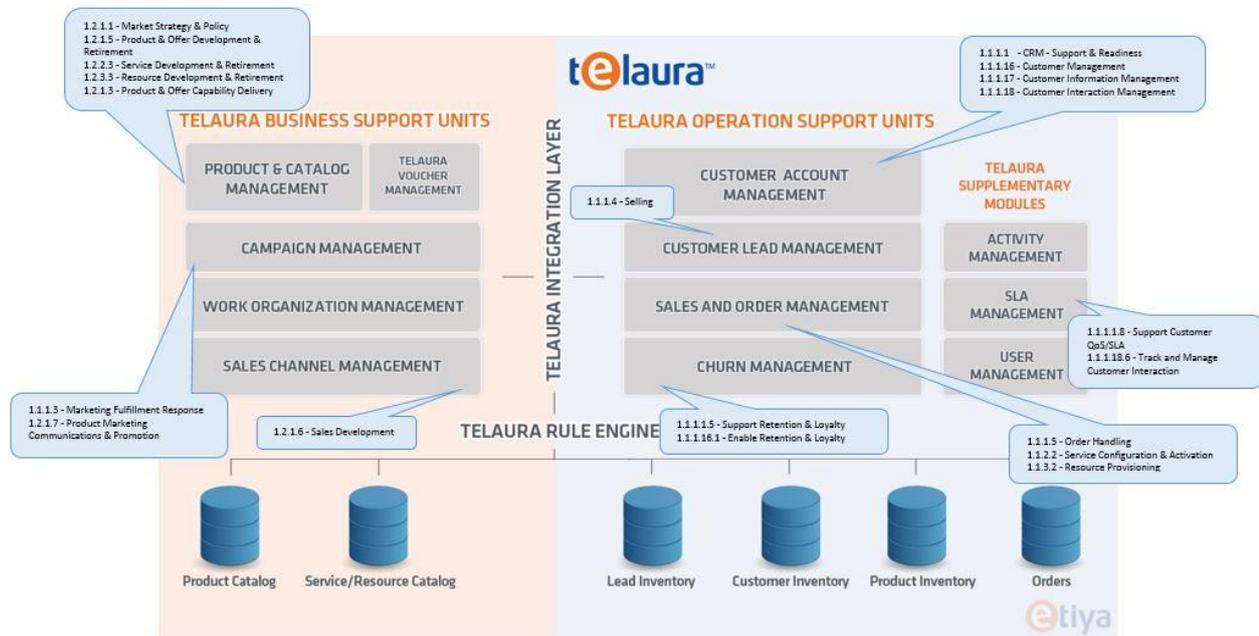


Figure 3-4 Telaura CRM Suite Product Scope

4 Business Process Framework – Process Mapping Descriptions

This section provides the Process Mapping output from Etiya’s Self-Assessment which was reviewed by TM Forum Subject Matter Experts alongside supporting documentation for Etiya Telaura CRM Suite.

4.1 L2: 1.1.1.1 - CRM - Support & Readiness - Mapping Details

4.1.1 L3: 1.1.1.1.1 Support Customer Interface Management

4.1.1.1 L4: 1.1.1.1.1.1 Ensure Customer Interface Capability

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.1.1 Ensure Customer Interface Capability
<p>Brief Description</p> <p>Ensure that there is capability (for example, information, materials, systems and resource) so that the Customer Interface Management processes can operate effectively when a contact with a customer occurs. AM</p> <p><i>Telaura Customer Account Management System provides all necessary information e.g. products, contact history, identity, billing accounts, segments, communities, orders, addresses, notes for customers. In customer main page critical actions for the related customer are highlighted.</i></p> <p><i>System supplies all required data when customer details are viewed.</i></p> <p>([PS TCAM], 9 Telaura Customer Interface Management)</p> <p>These processes are responsible for implementing generic and specific changes to customer interfaces. This support could be in updating agent scripts, IVR announcements, Web pages, etc. Customer Interface Support processes keep up to date all information concerning customers.</p> <p>Examples are information on how to handle unusual requests based on temporary situations, A</p> <p>Extraordinary situations can be propagated to agents via system announcements.</p> <p>([PS TSC], 5.2 Announcement)</p> <p>Or on customer’s main page specific information can be given to agents.</p> <p>([PS TCAM], 9 Telaura Customer Interface Management)</p> <p>systems needed to accept and track customer contacts, A</p> <p>Customer contact history can be viewed with fields including business interaction creation date, business interaction specification, create user, sale channel, etc.</p> <p>([PS TCAM], 9.2.7 Customer Contact History)</p>

requests for the provisioning of additional resources where it has been identified that current levels will impact on timely contact handling. **M**

Operation team can watch the system and take necessary actions to solve the performance issues.

These processes are responsible for implementing generic and specific changes to customer interfaces. This support could be in updating agent scripts, IVR announcements, Web pages, etc. Customer Interface Support processes keep up to date all information concerning customers. **AM**

The information shown for the customer is the latest information. The system ensures the data is valid. If the master of customer's data (e.g. customer bills) is not Telaura Customer Account Management System then data is shown through an integration from the external owner of the data. Highlighted actions for a customer are shown to agent when customer's detail is viewed. For example if a customer's address or phone number is not up to date or a document of customer is missing then a message is displayed to agent in order to have these data updated.

([\[PS TCAM\]](#), 9 Telaura Customer Interface Management)

Extended description

Not used for this process element

4.1.1.2 **L4: 1.1.1.1.2 Undertake Customer Contacts Trend Analysis**

LEVEL 4 PROCESS MAPPING DETAILS

1.1.1.1.2 Undertake Customer Contacts Trend Analysis

Brief Description

Undertake trend analysis on customer contacts, e.g. type, frequency, duration, outcome. **A**

Customer contact history can be viewed with fields including business interaction creation date, business interaction specification, create user, sale channel, etc.

([\[PS TCAM\]](#), 9.2.7 Customer Contact History)

Extended description

Not used for this process element

4.1.2 L3: 1.1.1.1.2 Support Order Handling

4.1.2.1 L4: 1.1.1.1.2.1 Ensure Order Handling Capability

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.2.1 Ensure Order Handling Capability
<p>Brief Description</p> <p>Ensure that there is capability (for example, information, materials, systems and resources) so that the Order Handling processes can operate effectively. M</p> <p><i>Order Handling infrastructure is tracked to ensure that sufficient resources are available and accepted performance is gained.</i></p> <p>([SOA OM], 3 SOA Reporting)</p> <p>([SOA OM], 6 SOA Utilization)</p> <p>Examples are information on how to process orders for specific product offerings. A</p> <p>Product offers are configured to have different behaviors at Telaura Product and Catalog Management module and middleware supports these configurations.</p> <p>([PS TSOM], 6.2 Setting Up Product and Catalog Management System for Sales and Order Management)</p> <p>([PS TSOM], 6.7 Setting up Offers)</p> <p>information needed to carry out designs. A</p> <p>Service specifications can be configured at Telaura Product and Catalog Management module.</p> <p>([PS TSOM], 6.2 Setting Up Product and Catalog Management System for Sales and Order Management)</p> <p>([PS TSOM], 6.3 Setting up Services)</p> <p>materials needed to confirm customer order requests. A</p> <p>Resource specifications can be configured at Telaura Product and Catalog Management module.</p> <p>([PS TSOM], 6.2 Setting Up Product and Catalog Management System for Sales and Order Management)</p> <p>([PS TSOM], 6.3.1 Setting up Resources)</p> <p>systems needed to validate product offering availability. A</p> <p>Product offer's maximum available number can be configured at Telaura Product and Catalog Management module. A product offer cannot be sold over this number.</p>

([\[PS TSOM\]](#), 6.2 Setting Up Product and Catalog Management System for Sales and Order Management)

Extended description

Not used for this process element

4.1.2.2 *L4: 1.1.1.1.2.3 Forecast Order Handling Requirements*

LEVEL 4 PROCESS MAPPING DETAILS

1.1.1.1.2.3 Forecast Order Handling Requirements

Brief Description

forecasting at an operational level customer order handling volume requirements; **M**

Customer order reports can be taken from Telaura Sales and order management system or operational sales reports can be generated manually by data warehouse systems to get customer order transaction counts.

([\[KUG TSOM R\]](#), 2.1 Generic Order Report)

([\[KUG TSOM R\]](#), 2.2 Sales Report)

Also SOA order handling reports can be used to get a sense of how often the order handling processes are used.

([\[SOA OM\]](#), 3 SOA Reporting)

Extended description

Not used for this process element

4.1.2.3 *L4: 1.1.1.1.2.4 Capacity Plan Order Handling Infrastructure*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.2.4 Capacity Plan Order Handling Infrastructure
<p>Brief Description</p> <p>capacity planning associated with the deployment of new and/or modified customer order handling infrastructure; M</p> <p><i>The usage amount of order infrastructure can be monitored and suitable adjustments can be made for the capacity of order infrastructure.</i></p> <p>([SOA_OM], 3 SOA Reporting)</p> <p>([SOA_OM], 4 SOA Deployment Process)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.2.4 *L4: 1.1.1.1.2.5 Manage Order Handling Organizational Changes*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.2.5 Manage Order Handling Organizational Changes
<p>Brief Description</p> <p>establishment and monitoring of organizational arrangements to support deployment and operation of new and/or modified customer order handling infrastructure; M</p> <p>([SOA_OM], 5 SOA Operation Team)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.2.5 *L4: 1.1.1.1.2.6 Support Order Handling Infrastructure Deployment*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.2.6 Support Order Handling Infrastructure Deployment
<p>Brief Description</p> <p>creation, deployment, modification and/or upgrading of customer order handling infrastructure deployment support tools (including Customer Inventory and Product Offer Inventory) AM</p> <p><i>Updates that are made to Product and Catalog Management System affects whole order module.</i></p> <p>([PS TSOM], 6.2 Setting Up Product and Catalog Management System for Sales and Order Management)</p> <p>and processes for new and/or modified customer order handling infrastructure; AM</p> <p><i>Business interaction specifications can be configured according to the business or infrastructure requirements.</i></p> <p>([PS TSOM], 5.1 Business Interactions)</p> <p>([SOA OM], 4 SOA Deployment Process)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.2.6 *L4: 1.1.1.1.2.7 Approve Order Handling Procedures*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.2.7 Approve Order Handling Procedures
<p>Brief Description</p> <p>authoring, reviewing and approving operational procedures developed by Marketing & Offer Management processes prior to customer order handling infrastructure deployment; M</p> <p><i>Changes made in Marketing & Offer Management have direct effect on order infrastructure. Required configurations according to these changes are made manually by order handling infrastructure operation team.</i></p> <p>([PS TSOM], 6.2 Setting Up Product and Catalog Management System for Sales and Order Management)</p> <p>([SOA_OM], 4 SOA Deployment Process)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.2.7 *L4: 1.1.1.1.2.8 Accept Order Handling Infrastructure*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.2.8 Accept Order Handling Infrastructure
<p>Brief Description</p> <p>testing and acceptance of new and/or modified customer order handling infrastructure as part of the handover procedure from the Marketing & Offer Management processes to Operations; M</p> <p><i>Before production deployment of a Marketing & Offer Management change request is made to the order infrastructure an end to end test is run to make sure that everything is right.</i></p> <p>([SOA_OM], 4 SOA Deployment Process)</p> <p>([SOA_OM], 5 SOA Operation Team)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.2.8 *L4: 1.1.1.1.2.9 Address Order Handling infrastructure Issues*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.2.9 Address Order Handling infrastructure Issues
<p>Brief Description</p> <p>detecting customer order handling infrastructure operational limitations and/or deployment incompatibilities and providing requirements to address these aspects to Marketing & Offer Management processes; M</p> <p><i>Services, offers, product specifications, etc. are configured according to the limitation and capability of order infrastructure.</i></p> <p>([PS TSOM], 6.2 Setting Up Product and Catalog Management System for Sales and Order Management)</p> <p>([SOA OM], 6 SOA Utilization)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.2.9 *L4: 1.1.1.1.2.10 Roll-out Order Handling Infrastructure*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.2.10 Roll-out Order Handling Infrastructure
<p>Brief Description</p> <p>co-ordination and roll-out, in accordance with approved plans, of the approved new and/or modified customer order handling infrastructure; M</p> <p><i>SOA deployments are made according to approved plans.</i></p> <p>([SOA OM], 4 SOA Deployment Process)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.2.10 *L4: 1.1.1.1.2.11 Detect Order Handling infrastructure Shortfalls*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.2.11 Detect Order Handling infrastructure Shortfalls
<p>Brief Description</p> <p>monitoring capacity utilization of deployed customer order handling infrastructure to provide early detection of potential customer order handling infrastructure shortfalls; M</p> <p><i>Operational reports can be used to detect potential problems.</i></p> <p>([SOA_OM], 6 SOA Utilization)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.2.11 *L4: 1.1.1.1.2.12 Rebalance Order Handling Infrastructure Utilization*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.2.12 Rebalance Order Handling Infrastructure Utilization
<p>Brief Description</p> <p>reconfiguration and re-arrangement of under-utilized deployed customer order handling infrastructure; M</p> <p><i>Non utilized customer order handling processes can be found and corrected.</i></p> <p>([SOA_OM], 6 SOA Utilization)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.2.12 *L4: 1.1.1.1.2.13 Remove Order Handling Infrastructure*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.2.13 Remove Order Handling Infrastructure
Brief Description managing recovery and/or removal of obsolete or unviable customer order handling infrastructure; M <i>Non used customer order handling processes can be found and removed.</i> ([SOA_OM], 6 SOA Utilization) Extended description <i>Not used for this process element</i>

4.1.2.13 *L4: 1.1.1.1.2.14 Report Order Handling Infrastructure Capacity*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.2.14 Report Order Handling Infrastructure Capacity
Brief Description reporting on deployed customer order handling infrastructure capacity; M <i>Order handling infrastructure capacity can be monitored.</i> ([SOA_OM], 3 SOA Reporting) Extended description <i>Not used for this process element</i>

4.1.2.14 *L4: 1.1.1.1.2.15 Track Third-Party Order Handling Infrastructure Deployment*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.2.15 Track Third-Party Order Handling Infrastructure Deployment
<p>Brief Description</p> <p>Tracking and monitoring of the customer order handling infrastructure deployment processes and costs (including where customer order handling infrastructure is deployed and managed by third parties), M</p> <p><i>Customer order handling infrastructure deployment processes are managed by operation team.</i></p> <p>([SOA_OM], 4 SOA Deployment Process)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.2.15 *L4: 1.1.1.1.2.16 Report Order Handling Infrastructure Deployment Process Capability*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.2.16 Report Order Handling Infrastructure Deployment Process Capability
<p>Brief Description</p> <p>reporting on the capability of the customer order handling infrastructure deployment processes; and M</p> <p><i>Composite based deployment is made at SOA side for order handling infrastructure.</i></p> <p>([SOA_OM], 4 SOA Deployment Process)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.2.16 *L4: 1.1.1.1.2.17 Manage Order Handling Notification*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.2.17 Manage Order Handling Notification
<p>Brief Description</p> <p>establishing and managing customer order handling notification facilities and lists to support the Order Handling notification and reporting processes A</p> <p><i>.Order Handling process starts with Telaura Customer Account Management system. After Creating Customer (Customer might already be defined in the system.) Telaura CAM system notifies Telaura Sales and Order Management then notifies middleware and all relevant systems via middleware. At the end of the order handling, Telaura Sales and Order Management informs CAM about the status of the order.</i></p> <p>([PS TSOM], 4.1.2.5 Order Closure)</p> <p>([PS TSOM], 4.1.2.4 Order Completion Notification)</p> <p>([PS TCAM] 9 Telaura Customer Interface Management)</p>

4.1.2.17 *L4: 1.1.1.1.2.18 Undertake Order Handling Trend Analysis*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.2.18 Undertake Order Handling Trend Analysis
<p>Brief Description</p> <p>Undertake trend analysis on order handling, such as time taken to complete a customer order, frequency and type of Order Handling process issues involved, and cancelled orders. AM</p> <p><i>Orders can be reported on the basis of duration of orders , statues, time period , channel, business interaction etc.</i></p> <p>([KUG TSOM R], 2.1 Generic Order Report)</p>

4.1.3 L3: 1.1.1.1.3 - Support Problem Handling

4.1.3.1 L4: 1.1.1.1.3.1 Ensure Product Offering Operation

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.3.1 Ensure Product Offering Operation
<p>Brief Description</p> <p>Ensure that the purchased product offerings are working effectively and efficiently. M</p> <p>Extracting and analyzing, including undertaking trend analysis, historical and current customer problem reports and performance reports to identify potential customer purchased product offerings requiring proactive maintenance and/or replacement;</p> <p>CAM module takes the customer complaint info and through this data, it allows to analyze.</p> <p>([PS TCAM] 9 Telaura Customer Interface Management)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.3.2 L4: 1.1.1.1.3.2 Undertake Product Offering Trend Analysis

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.3.2 Undertake Product Offering Trend Analysis
<p>Brief Description</p> <p>Extracting and analyzing, including undertaking trend analysis, historical and current customer problem reports and performance reports to identify potential customer purchased product offerings requiring proactive maintenance and/or replacement; M</p> <p>Telaura Customer and Account Management Module allows analyzing complaints by using customer complaint data.</p> <p>([PS TCAM] 9 Telaura Customer Interface Management)</p>

4.1.3.3 *L4: 1.1.1.1.3.3 Request Product Offering Data Collection*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.3.3 Request Product Offering Data Collection
Brief Description Requesting scheduling of additional customer purchased product offering data collection to assist in the analysis activity A Customer order history is received as an ORDER from CAM ([PS TCAM] , 9 Telaura Customer Interface Management)

4.1.3.4 *L4: 1.1.1.1.3.4 Request Product Offering Performance Testing*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.3.4 Request Product Offering Performance Testing
Brief Description Requesting scheduling of customer purchased product offering performance testing to assist in analysis activity; M. From the call center screen it can be sent the REQUEST manually to the related system ([PS TCAM] , 9 Telaura Customer Interface Management)

4.1.3.5 *L4: 1.1.1.1.3.5 Manage Product Offering Maintenance Programs*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.3.5 Manage Product Offering Maintenance Programs
Brief Description Developing and managing customer purchased product offering proactive maintenance programs; M. From the call center screen it can be sent the REQUEST manually to the related system. If the related process is defined in the related system, Telaura CAM, scheduled requests is done with a JOB for as is prod instances through an API. ([PS TCAM] , 9 Telaura Customer Interface Management)
Extended description <i>Not used for this process element</i>

4.1.3.6 *L4: 1.1.1.1.3.6 Request Provisioning Intervention*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.3.6 Request Provisioning Intervention
<p>Brief Description</p> <p>Requesting customer provisioning activity to prevent anticipated customer problems associated with purchased product offerings identified in the analysis activities; M</p> <p>Requesting customer provisioning activity to prevent anticipated customer problems associated with purchased product offerings identified in the analysis activities;</p> <p>([Activity Management], 9 Telaura Customer Interface Management)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.3.7 *L4: 1.1.1.1.3.7 Report Product Offering Trend Analysis*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.3.7 Report Product Offering Trend Analysis
<p>Brief Description</p> <p>Reporting outcomes of trend analysis to Market & Offer Management processes to influence new and/or modified customer product offering development M</p> <p>Reporting outcomes of trend analysis to Market & Offer Management processes to influence new and/or modified customer product offering development;</p> <p>When new product offerings are defined, for the customers who use the old version of this offering to get upgraded;</p> <p>Activities are generated and upgraded, system allows change orders as a result of analysis for customers.</p> <p>([Activity Management], 9 Telaura Customer Interface Management)</p>

4.1.3.8 *L4: 1.1.1.1.3.8 Track Problem Handling Process Capability*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.3.8 Track Problem Handling Process Capability
<p>Brief Description</p> <p>Tracking and monitoring of the Problem Handling processes and associated costs (including where customer infrastructure is deployed and managed by third parties), and reporting on the capability of the Problem Handling processes M</p> <p>These processes undertake trend analysis on problem handling</p> <p>Customer based defect notifications and defect statuses can be watched.</p> <p>([PS TCAM], 9 Telaura Customer Interface Management)</p>

4.1.3.9 *L4: 1.1.1.1.3.9 Manage Problem Handling Notification*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.3.9 Manage Problem Handling Notification
<p>Brief Description</p> <p>Establishing and managing customer problem notification facilities and lists to support the Problem Handling notification and reporting processes M</p> <p>These processes undertake trend analysis on problem handling."</p> <p>([PS TCAM], 9 Telaura Customer Interface Management)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.3.10 *L4: 1.1.1.1.3.10 Undertake Problem Handling Trend Analysis*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.3.10 Undertake Problem Handling Trend Analysis
<p>Brief Description</p> <p>These processes undertake trend analysis on problem handling. M</p> <p>([PS TCAM], 9 Telaura Customer Interface Management)</p>

4.1.4 L3: 1.1.1.1.5 - Support Retention & Loyalty

4.1.4.1 L4: 1.1.1.1.5.1 Ensure Retention & Loyalty Capability

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.5.1 Ensure Retention & Loyalty Capability
<p>Brief Description</p> <p>Ensure that there is capability (for example, information, materials, systems and resources) so that the Retention & Loyalty processes can operate effectively. AM</p> <p>Telaura Churn & Retention Management Systems integrated with systems like CAM and OM.</p> <p>([PS TCRM], 3.2 Before You Begin)</p> <p>Examples are information on current requests for analysis and collection of customer profile information, materials needed to analyze customer retention and loyalty information, systems needed to analyze customer retention and loyalty information, AM</p> <p>Telaura Churn & Retention Management Systems analyses the data according to segments such as Reason for Cancellation, Subscription age, Customer behavior segment etc. which are gathered from CAM.</p> <p>([PS TCRM], 4.1 The Churn & Retention Management Lifecycle)</p> <p>requests for the provisioning of additional resources where it has been identified that current levels will impact on timely retention and loyalty information collection and delivery. M</p> <p>By defining dynamic rules via Rule Engine, additional resources for customers can be requested through activities.</p> <p>([PS TCRM], 5.1.6 Defining Profiles)</p>

4.1.4.2 *L4: 1.1.1.1.5.2 Undertake Retention & Loyalty Trend Analysis*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.5.2 Undertake Retention & Loyalty Trend Analysis
Brief Description Undertake trend analysis on retention and loyalty, including customer acquisitions and churn, and the effectiveness of loyalty schemes. AM Churn and Retention Statistics can be followed. ([PS TCRM], 6 Churn & Retention Statistics)

4.1.5 L3: 1.1.1.1.6 Support Marketing Fulfillment

4.1.5.1 L4: 1.1.1.1.6.1 Ensure Marketing Fulfillment Capability

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.6.1 Ensure Marketing Fulfillment Capability
<p>Brief Description</p> <p>Ensure that there is capability (for example, information, materials, systems and resources) so that the Marketing Fulfillment Response processes can operate effectively. AM</p> <p>Telaura Product Catalog Management serves as a central catalog to external sales portal and updates the catalog with Product Delta Service if any alteration is done.</p> <p>([PS_TPCM], 8 Distribution of Product Catalog)</p> <p>Monitor planned Product Launches and current Marketing Fulfillment activity, then redistribute existing capability or enable new capability (people, facilities, infrastructure). AM</p> <p>Telaura Product Catalog allows configuring catalog on the basis of sales channels and provides appropriate catalog to sales channels with Product Delta Service.</p> <p>([PS_TPCM], 5.7 Product Catalog)</p>

4.1.5.2 L4: 1.1.1.1.6.2 Undertake Marketing Fulfillment Trend Analysis

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.6.2 Undertake Marketing Fulfillment Trend Analysis
<p>Brief Description</p> <p>Undertake trend analysis on marketing, including problems occurring and launch effectiveness. M</p> <p>The time launch products to the market and sales reports can be taken on the basis of offers and can be used in analysis works</p> <p>([KUG_TSOM_R], 2.2 Sales Report)</p>

4.1.6 L3: 1.1.1.1.7 Support Selling

4.1.6.1 L4: 1.1.1.1.7.1 Ensure Selling Capability

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.7.1 Ensure Selling Capability
<p>Brief Description</p> <p>Ensure that there is capability (for example, information, materials, systems and resources) to support the Selling processes so that they can operate effectively. AM</p> <p>Telaura Lead Management is integrated with the systems (CAM, OE, PCM etc.) which keeps the main entities of Telaura CRM Suite.</p> <p>([PS_TLM], 3.2 Before You Begin)</p>

4.1.6.2 L4: 1.1.1.1.7.2 Manage Sales Channels

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.7.2 Manage Sales Channels
<p>Brief Description</p> <p>Optimization and/or redistribution of existing sales channel capability or for enabling new capability (people, facilities, infrastructure). AM</p> <p>([PS_TLM], 9 Lead Statistics)</p> <p>Administration of the Selling processes and the effectiveness of the channels to support new and existing products, as well as existing and potential customers. AM</p> <p>Lead process is supported for new or potential customers. Existing customer informations are taken from customer inventory.</p> <p>([PS_TLM], 6.1 Lead Groups)</p> <p>([PS_TLM], 5.3.1.9 Assigning Offers and Alternative Offers)</p> <p>The processes ensure the effectiveness of the sales staff and channels both in terms of skill sets available, but also in terms of demand forecasting and management of utilization. These processes are also responsible for the administration and management of sales channel incentive, compensation and reward schemes, and for assessing the performance and effectiveness of sales channels. M</p> <p>Informations are kept in the system on the basis of sales channels and lead status. The data for forecasting or different analysis can be provided on demand.</p>

([\[PS TLM\]](#), 9 Lead Statistics)

Other marketing processes, such as Manage Campaign and Product Marketing Communications & Promotion, are responsible for determining the appropriate selling route or channel, and the required selling method and mechanism for specific market segments and channels, by product or product family, e.g., face-to-face contact, telemarketing, etc. **AM**

([\[PS TSCM\]](#), 5.1.1 Sales Channel Types)

([\[PS TPCM\]](#), 5.7 Product Catalogs)

([\[PS TLM\]](#), 5.3.1.6 Lead Sales Channel Offers)

Support Selling processes are responsible for ensuring that the sales channels are capable of implementing the required selling method and have the necessary skills and capacity to support the anticipated volumes and type of product in each market segment. These processes are responsible for providing feedback on the performance and effectiveness information as required to other marketing processes. **M**

Lead groups can be generated on the basis of market segment. Informations like market segment/sales channel/ offer can be provided for reporting in terms of performance and effectiveness.

([\[PS TLM\]](#), 9 Lead Statistics)

Sales Channels managed by these processes include retail storefronts, e.g. a third-party retailer or an enterprise's own storefront, various web sites or ISPs, B2B marketplaces or direct relationships with external parties, distributors for that product family, account teams, outbound calling teams, direct sales teams, etc. **M**

([\[PS TLM\]](#), 6.1.3 Lead Activities)

4.1.6.3 *L4: 1.1.1.1.7.3 Manage Sales Leads*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.7.3 Manage Sales Leads
<p>Brief Description</p> <p>Collection and administration of sales leads and the associated probabilities, M ([PS TLM], 5.3.1.1 Lead Status)</p> <p>and for the distribution of leads to the appropriate sales channels. AM ([PS TLM], 6.1.3 Lead Activities)</p> <p>Leads are collected from many processes both customer facing processes and back-end processes. This process is responsible to ensure that processes are operating to collect leads wherever they arise, for the management of leads, and for the matching of the lead to the appropriate sales channel. These processes are responsible for distributing the lead into the appropriate sales channel. M ([PS TCAM], 9 Telaura Customer Interface Management) ([PS TLM], 5.3.1.6 Lead Sales Channel Offers)</p>

4.1.6.4 *L4: 1.1.1.1.7.4 Undertake Selling Trend Analysis*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.7.4 Undertake Selling Trend Analysis
<p>Brief Description</p> <p>Undertake trend analysis on selling, including problems, successes, profit and loss. Monitor current selling trends M ([KUG TSOM R], 2.2 Sales Report)</p>

4.1.7 L3: 1.1.1.1.8 Support Customer QoS/SLA

4.1.7.1 L4: 1.1.1.1.8.1 Ensure Customer QoS/SLA Capability

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.8.1 Ensure Customer QoS/SLA Capability
Brief Description Supporting the Support Customer QoS/SLA Management process; M ([PS TSLAM] , 6 Telaura Order Entry Module)

4.1.7.2 L4: 1.1.1.1.8.2 Monitor Product Offerings

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.8.2 Monitor Product Offerings
Brief Description Undertaking proactive monitoring regimes of groups of similar purchased product offerings as required to ensure ongoing performance within agreed parameters over time; M ([PS TSLAM] , 5.8 Chasing and Reporting SLA)

4.1.7.3 L4: 1.1.1.1.8.3 Maintain Product Offering Performance Threshold Standards

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.8.3 Maintain Product Offering Performance Threshold Standards
Brief Description Developing and maintaining, in the product offering repository, acceptable and/or commercially agreed performance threshold standards for purchased product offerings to support the Customer QoS/SLA Management processes; M ([PS TSLAM] , 5.1.1 Defining SLA Offers with SLA Criteria)

4.1.7.4 *L4: 1.1.1.1.8.4 Monitoring Product Offering Performance Analyses*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.8.4 Monitoring Product Offering Performance Analyses
Brief Description Monitoring and analyzing the purchased product offering performance analyses produced by the Customer QoS/SLA Management processes to identify problems that may be applicable to purchased product offerings as a whole; M ([PS TSLAM] , 5.8 Chasing and Reporting SLA)

4.1.7.5 *L4: 1.1.1.1.8.5 Aggregate QoS Performance Analysis*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.8.5 Aggregate QoS Performance Analysis
Brief Description Aggregate analysis of QoS performance across groups of customers or aggregate analysis of SLA types; M ([PS TSLAM] , 5.8 Chasing and Reporting SLA)

4.1.7.6 *L4: 1.1.1.1.8.6 Assist Trend Analysis Development*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.8.6 Assist Trend Analysis Development
Brief Description Sourcing details relating to purchased product offerings performance and analysis from the product offering inventory to assist in the development of trend analyses; M ([PS TSLAM] , 5.8 Chasing and Reporting SLA)

4.1.7.7 *L4: 1.1.1.1.8.7 Log Product Offering Analysis Results*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.8.7 Log Product Offering Analysis Results
Brief Description Logging the results of the analysis into the product offering inventory repository. M ([PS TSLAM] , 5.8 Chasing and Reporting SLA)

4.1.7.8 *L4: 1.1.1.1.8.8 Agree Service Outages*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.8.8 Agree Service Outages
Brief Description Establishing and managing facilities to inform customers of, and negotiate agreement for, planned service outages; M ([PS TSLAM] , 5.7 Sending Notifications) ([PS TSLAM] , 5.8 Chasing and Reporting SLA)

4.1.7.9 *L4: 1.1.1.1.8.9 Track Customer QoS/SLA Management Process Capability*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.8.9 Track Customer QoS/SLA Management Process Capability
Brief Description Tracking and monitoring of the Customer QoS/SLA Management processes and associated costs, and reporting on the capability of the Customer QoS/SLA Management processes; M ([PS TSLAM] , 6.1 Associating SLA with Characteristics)

4.1.7.10 *L4: 1.1.1.1.8.10 Manage Customer QoS/SLA Management Notification*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.8.10 Manage Customer QoS/SLA Management Notification
Brief Description Establishing and managing customer notification facilities and lists to support the Customer QoS/SLA Management notification and reporting processes; M ([PS TSLAM] , 5.7 Sending Notifications) ([PS TSLAM] , 6.1 Telaura SLA Return Process)

4.1.7.11 *L4: 1.1.1.1.8.11 Undertake QoS/SLA Performance Trend Analysis*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.8.11 Undertake QoS/SLA Performance Trend Analysis
Brief Description Undertake trend analysis, and producing reports, of the QoS performance of groups of like purchased product offerings to identify any longer term deterioration; M ([PS TSLAM] , 5.8 Chasing and Reporting SLA)

4.1.8 L3: 1.1.1.1.9 Manage Campaign

4.1.8.1 L4: 1.1.1.1.9.1 Ensure Campaign Support

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.9.1 Ensure Campaign Support
<p>Brief Description</p> <p>Ensure that Marketing Fulfillment Response is staffed, trained and equipped appropriately to support the specific campaign, whether direct mail, TV ad, etc M</p> <p>The necessary training documents can be associated with campaigns in the Telaura Campaign Management.</p> <p>([PS TCMP], 5.20 Campaign Documents)</p>

4.1.8.2 L4: 1.1.1.1.9.2 Undertake Campaign Trend Analysis

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.9.2 Undertake Campaign Trend Analysis
<p>Brief Description</p> <p>Monitor and undertake trend analysis on the effectiveness of the campaigns AM</p> <p>Campaigns are transformed to activities in Telaura and Responses which are taken from customer are recorded. Responses that transforms to sale, are chased till to be completed as an order. Online/Offline reportage can be done via this informations.</p> <p>([PS TCMP], 6.9 Activity Management and Campaign Responses)</p>

4.1.8.3 L4: 1.1.1.1.9.3 Modify Campaign

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.9.3 Modify Campaign
<p>Brief Description</p> <p>Modify campaign to improve on the effectiveness. AM</p> <p>([PS TCMP], 6 Telaura Campaign Management Lifecycle Management)</p> <p>([PS TCMP], 6.7 Test)</p>

4.1.8.4 *L4: 1.1.1.1.9.4 Report Campaign Effectiveness*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.9.4 Report Campaign Effectiveness
<p>Brief Description</p> <p>This process element represents part of the overall enterprise, modelled in business process terms, and can be applied (i.e. "instantiated") with other similar process elements for application within a specific organization or domain. AM</p> <p>Campaign Reports can be received from Telaura Campaign Management.</p> <p>([PS_TCMP], 6.11 Campaign Reports)</p>

4.1.9 L3: 1.1.1.1.10 Manage Customer Inventory

4.1.9.1 L4: 1.1.1.1.10.1 Identify Relevant Customer Inventory Information

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.10.1 Identify Relevant Customer Inventory Information
<p>Brief Description</p> <p>Identifying the inventory-relevant information requirements to be captured for customers ;</p> <p><i>Telaura Customer Account Management displays all related information about customer including, products, addresses, communities, segments, profiles, accounts, phone numbers, emails, bills, orders, black list status (after querying), contact history, etc.</i></p> <p>([PS TSOM], 9.2 Customer Main Page)</p>
<p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.9.2 L4: 1.1.1.1.10.2 Maintain Customer Inventory facilities

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.10.2 Maintain Customer Inventory facilities
<p>Brief Description</p> <p>Identifying, establishing and maintaining customer inventory repository facilities; AM</p> <p><i>Telaura Customer Account Management displays all relevant information. Important customer information that is wanted to be highlighted can be shown on customer main page through customization.</i></p> <p>([PS TSOM], 9.2 Customer Main Page)</p>
<p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.9.3 *L4: 1.1.1.1.10.3 Manage Customer Inventory Capture*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.10.3 Manage Customer Inventory Capture
<p>Brief Description</p> <p>Establishing and managing the customer inventory management and information capture processes;</p> <p>AM</p> <p><i>Telaura Customer Account Management allows creating and updating customer information(A) as well as displaying customer related information from the external systems if the required integrations are established.(M)</i></p> <p>([PS TSOM], 9.2 Customer Main Page)</p> <p>([PS TSOM], 9.2.7 Customer Contact History)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.9.4 *L4: 1.1.1.1.10.4 Control Customer Inventory Access*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.10.4 Control Customer Inventory Access
<p>Brief Description</p> <p>Managing the registration and access control processes that enable processes to create, modify, update, delete and/or download customer data to and from the customer inventory; A</p> <p><i>Telaura Customer Account Management allows creating/updating and deletin customer information. Telaura Customer Account Management manages notifications to other systems in case of change in the customer information via its APIs.</i></p> <p>([PS TSOM], 9.1 Customer and Account Business Interactions)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.9.5 *L4: 1.1.1.1.10.5 Ensure Customer Inventory Data Quality*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.10.5 Ensure Customer Inventory Data Quality
<p>Brief Description</p> <p>Ensuring the customer inventory repository accurately captures and records all identified customer details, through use of automated or manual audits. Monitoring and reporting on the quality of the data maintained in the inventory. AM</p> <p><i>Telaura Customer Account Management tracks and logs all the actions on the customer data and allows automatic and manual audits.</i></p> <p>([PS TSOM], 9.1 Customer and Account Business Interactions)</p> <p>The customer inventory maintains records of all customers, their interactions with the enterprise, any contracts established, and any other customer related- information, required to support CRM and other processes. A</p> <p><i>Telaura Customer Account Management maintains and records all customer related information including interactions and contracts as well as provide customer data to other CRM processes.</i></p> <p>([PS TSOM], 9.1 Customer and Account Business Interactions)</p> <p>([PS TSOM], 9.2.7 Customer Contact History)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.9.6 *L4: 1.1.1.1.10.6 Track Customer Inventory Usage*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.10.6 Track Customer Inventory Usage
<p>Brief Description</p> <p>Tracking and monitoring of the usage of, and access to, the customer inventory repository and associated costs, and reporting on the findings AM</p> <p><i>Telaura Customer Account Management allows accessing customer inventory repository by its ready APIs as well as propagate any information change to external systems. The access to the customer inventory can be reported depending on the details desired. All business interactions made to customer can be seen via customer contact history.</i></p> <p>([PS TSOM], 9.1 Customer and Account Business Interactions)</p> <p>([PS TSOM], 9.2.7 Customer Contact History)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.9.7 *L4: 1.1.1.1.10.7 Identify Customer Inventory Shortcomings*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.10.7 Identify Customer Inventory Shortcomings
<p>Brief Description</p> <p>Identifying any technical driven shortcomings of the customer inventory repository, and providing input to Resource Development & Management processes to rectify these issues. M</p> <p><i>Telaura Customer Account Management tracks and records all the customer information related transactions. It is possible to extract reports to get the details of the accesses to the customer data to identify possible shortcomings.</i></p> <p>([PS TSOM], 9.1 Customer and Account Business Interactions)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.10 L3: 1.1.1.1.11 Manage Product Offering Inventory

4.1.10.1 L4: 1.1.1.1.11.1 Identify Relevant Product Offering Inventory Information

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.11.1 Identify Relevant Product Offering Inventory Information
<p>Brief Description</p> <p>Identifying the inventory-relevant information requirements to be captured for customers ; AM</p> <p><i>Telaura Product and Catalog Management keeps the information regarding products and allows this information to be captured, updated and deleted. The information to be captured can be defined in the system and extended as desired.</i></p> <p>([PS TPCM], 5.2 Service Specification)</p> <p>([PS TPCM], 5.4 Product Specification)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.10.2 L4: 1.1.1.1.11.2 Maintain Product Offering Inventory facilities

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.11.2 Maintain Product Offering Inventory facilities
<p>Brief Description</p> <p>Identifying, establishing and maintaining product offering inventory repository facilities; AM</p> <p><i>Telaura Product and Catalog Management allows propagation of product offering information to external systems by its built in catalog propagation web services and APIs.</i></p> <p>([PS TPCM], 8 Distribution of Product Catalog)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.10.3 *L4: 1.1.1.1.11.3 Manage Product Offering Inventory Capture*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.11.3 Manage Product Offering Inventory Capture
<p>Brief Description</p> <p>Establishing and managing the product offering inventory management and information capture processes; AM</p> <p><i>Telaura Product and Catalog Management provides characteristic types and validation rules for order capture systems to capture information related with a product offering</i></p> <p>([PS_TPCM], 8 Distribution of Product Catalog)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.10.4 *L4: 1.1.1.1.11.4 Control Product Offering Inventory Access*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.11.4 Control Product Offering Inventory Access
<p>Brief Description</p> <p>Managing the registration and access control processes that enable processes to create, modify, update, delete and/or download product offering data to and from the product offering inventory A</p> <p><i>Telaura Product and Catalog Management distributes the product catalog and offer information to only authorized sales channels according to the definitions in the product catalog.</i></p> <p>([PS_TPCM], 8 Distribution of Product Catalog)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.10.5 L4: 1.1.1.1.11.5 Ensure Product Offering Inventory Data Quality

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.11.5 Ensure Product Offering Inventory Data Quality
<p>Brief Description</p> <p>Ensuring the product offering inventory repository accurately captures and records all identified product offering details, through use of automated or manual audits. Monitoring and reporting on the quality of the data maintained in the inventory. A</p> <p><i>Telaura Product Catalog Management manages lifecycles of product catalogs and product offerings. All related create/update/delete information is recorded in the system and logged to allow any automated audit.</i></p> <p>([PS TPCM], 5.5 Product Offerings)</p> <p>([PS TPCM], 5.7 Product Catalogs)</p> <p>The product offering inventory maintains records of all product offerings, their interactions with the enterprise, and any other product offering related- information, required to support CRM and other processes. A</p> <p><i>Telaura Product Catalog Management maintains records of all product offerings and related information to support CRM processes.</i></p> <p>([PS TPCM], 5.5 Product Offerings)</p> <p>([PS TPCM], 7 Product & Catalog Management Processes)</p> <p>The product offering inventory maintains records of all product offerings, their interactions with the enterprise, and any other product offering related- information, required to support CRM and other processes. A</p> <p><i>Telaura Product Catalog Management provides product offering inventory to all order handling systems as well as Telaura Sales and Order Management system.</i></p> <p>([PS TPCM], 8 Distribution of Product Catalog)</p> <p>([PS TSOM], 4.1.2.5 Order Closure)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.10.6 *L4: 1.1.1.1.11.6 Track Product Offering Inventory Usage*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.11.6 Track Product Offering Inventory Usage
<p>Brief Description</p> <p>Tracking and monitoring of the usage of, and access to, the product offering inventory repository and associated costs, and reporting on the findings A</p> <p><i>Telaura Product Catalog logs the access information to its inventory allowing tracking and monitoring. It is possible to report these activities and perform audits on the product catalog entity.</i></p> <p>([PS_TPCM], 4 About Product & Catalog Management)</p>
<p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.10.7 *L4: 1.1.1.1.11.7 Identify Product Offering Inventory Shortcomings*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.11.7 Identify Product Offering Inventory Shortcomings
<p>Brief Description</p> <p>Identifying any technical driven shortcomings of the product offering inventory repository, and providing input to Resource Development & Management processes to rectify these issues. M</p> <p><i>Telaura Product Catalog logs the access information to its inventory allowing tracking and monitoring. It is possible to audit these activities to identify shortcomings.</i></p> <p>([PS_TPCM], 4 About Product & Catalog Management)</p>
<p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.11 L3: 1.1.1.1.12 - Manage Sales Inventory

4.1.11.1 L4: 1.1.1.1.12.1 Identify Relevant Sales Inventory Information

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.12.1 Identify Relevant Sales Inventory Information
Brief Description Identifying the inventory-relevant information requirements to be captured for customers ; AM ([PS TSCM], 6 Setting Up)
Extended description <i>Not used for this process element</i>

4.1.11.2 L4: 1.1.1.1.12.2 Maintain Sales Inventory facilities

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.12.2 Maintain Sales Inventory facilities
Brief Description Identifying, establishing and maintaining sales inventory repository facilities; AM <i>Telaura Sales Channel Management system allows creating sales channels and associating these channels with suppliers/partners or internal organizations, sales accounts and commission configurations. This information is provided to other Telaura Modules like Lead and Feasibility Management which manages sales leads and prospects and activities, Telaura Campaign Management module which manages campaigns and marketing activities, and Telaura Sales and order Management which manages orders.</i>
 ([PS TSCM], 6 Setting Up) ([PS TSCM], 6.2 Setting Up Suppliers/Partner)
Extended description <i>Not used for this process element</i>

4.1.11.3 *L4: 1.1.1.1.12.3 Manage Sales Inventory Capture*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.12.3 Manage Sales Inventory Capture
<p>Brief Description</p> <p>Establishing and managing the sales inventory management and information capture processes; AM</p> <p>Telaura Sales Channel Management allows defining sales channels and provides sales channel information updates to external modules and systems.</p> <p>([PS TSCM], 6 Setting Up)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.11.4 *L4: 1.1.1.1.12.4 Control Sales Inventory Access*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.12.4 Control Sales Inventory Access
<p>Brief Description</p> <p>Managing the registration and access control processes that enable processes to create, modify, update, delete and/or download sales inventory data to and from the sales inventory; A</p> <p>Telaura Sales Channel logs all the activities related creation/update and deletion of sales channels and sales account related information bu authorized users.</p> <p>([PS TSCM], 6 Setting Up)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.11.5 *L4: 1.1.1.1.12.5 Ensure Sales Inventory Data Quality*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.12.5 Ensure Sales Inventory Data Quality
<p>Brief Description</p> <p>Ensuring the sales inventory repository accurately captures and records all identified sales details, through use of automated or manual audits. Monitoring and reporting on the quality of the data maintained in the inventory. AM</p> <p>Telaura Sales Channel logs all the activities related creation/update and deletion of sales channels and sales accounts to allow any automated or manual audit operations.</p> <p>([PS_TSCM], 6 Setting Up)</p> <p>The sales inventory maintains records of all sales, sales prospects and sales leads A</p> <p>Telaura Lead and Feasibility Management records all sales information regarding sales prospects and leads.</p> <p>([PS_TSCM], 6 Basic Lead Process)</p> <p>Sales channel activity A</p> <p>Sales channel activities are tracked by Telaura Lead and Feasibility Management System.</p> <p>([PS_TSCM], 6.1.3 Lead Activities)</p> <p>Marketing campaign targets and performance A</p> <p>Marketing campaign targets and performance is tracked and maintained by Telaura Campaign Management module.</p> <p>([PS_TCMP], 4 About Campaign Management)</p> <p>Sales commissions and any other sales related- information, required to support both the Support Selling and the Selling processes. A</p> <p>Telaura Sales Channel defines the sales commission configuration and provide the information to Telaura Sales and Order Management through APIs.</p> <p>([PS_TCMP], 6.1.1 Setting Up Business Interactions and Sales Channels (Order Management))</p> <p>The sales inventory is also responsible for maintaining the association between customers and sales instances, created as a result of the Selling processes. A</p>

Telaura Lead and Feasibility Management system, depending on the result of the selling process is responsible to create a customer data and an order associated with the lead information. So Telaura Lead and Feasibility Management system uses APIs of both Customer and Account Management and Telaura Sales and Order Management modules to create customer and order data respectively.

([\[PS TLM\]](#), 7 Lead Life Cycle Management)

Extended description

Not used for this process element

4.1.11.6 *L4: 1.1.1.1.12.6 Track Sales Inventory Usage*

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.1.12.6 Track Sales Inventory Usage

Brief Description

Tracking and monitoring of the usage of, and access to, the sales inventory repository and associated costs, and reporting on the findings AM

Telaura Sales Channel Management logs all the information regarding access of sales inventory to allow any automated or manual audit operations.

([\[PS TSCM\]](#), 6.1 Setting up Sales Channels)

Extended description

Not used for this process element

4.1.11.7 *L4: 1.1.1.1.12.7 Identify Sales Inventory Shortcomings*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.1.12.7 Identify Sales Inventory Shortcomings
<p>Brief Description</p> <p>Identifying any technical driven shortcomings of the sales inventory repository, and providing input to Resource Development & Management processes to rectify these issues. AM</p> <p>Telaura Sales Channel Management logs all the information regarding access of sales inventory so that the information can be used by Resource Development & Management processes to identify technical shortcomings.</p> <p>([PS TSCM], 6.1 Setting up Sales Channels)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.12 Supporting Evidence References (Works Cited)

PS_TLM	PS_TelauraProductCatalog_Management_v5, Product Specification Document for Telaura Product Catalog Management
PS_TCAM	PS_TelauraCustomerandAccountManagement_v5.02.pdf, Product Specification Document for Telaura Customer and Account Management
PS_TSC	PS_TelauraSystemConfiguration_v5.pdf, Product Specification Document for Telaura System Management
KUG_TSOM_R	PS_TelauraSalesandOrderManagement_Reports_v5.pdf, Product Specification Document, Telaura Sales and Order Management Reports.
SOA_OM	SOA_Operation_Manual_v1.0.0, SOA operation manuel
PS_TSOM	PS_TelauraSalesandOrderManagement_v5 .pdf, Product Specification Document for Telaura Sales and Order Management
PS_TPCM	PS_TelauraProductCatalog_Management_v5.pdf, Product Specification Document for Telaura Product Catalog Management
PS_TCRM	PS_TelauraChurn&RetentionManagement_v5.01.pdf, Product Specification Document, Telaura Churn and Retention Management
PS_TSCM	PS_TelauraSalesChannelManagement_v5.0.pdf, Product Specificatipn Document for Telaura Sales Channel Management.
PS_TSLAM	PS_TelauraSLAManagement_v5.0.pdf, Product Specificatipn Document for Telaura SLA Management.
PS_TCMP	PS_TelauraCampaignManagement_v1.pdf, Product Specification Document for Telaura Campaign Management

4.1.13 Conformance Scores

Table 4-1 CRM Support & Readiness (1.1.1.1) – Conformance Scores

Level 2: 1.1.1.1 - CRM - Support & Readiness [11/17]		
Level 3 Process	Level 4 Process	L4/L3 Process Score
1.1.1.1.1 - Support Customer Interface Management		4.75
	1.1.1.1.1.1 - Ensure Customer Interface Capability	75
	1.1.1.1.1.2 - Undertake Customer Contacts Trend Analysis	100
1.1.1.1.2 - Support Order Handling		4.21
	1.1.1.1.2.1 - Ensure Order Handling Capability	75
	1.1.1.1.2.3 - Forecast Order Handling Requirements	50
	1.1.1.1.2.4 - Capacity Plan Order Handling Infrastructure	50
	1.1.1.1.2.5 - Manage Order Handling Organizational Changes	50
	1.1.1.1.2.6 - Support Order Handling Infrastructure Deployment	100
	1.1.1.1.2.7 - Approve Order Handling Procedures	50
	1.1.1.1.2.8 - Accept Order Handling Infrastructure	50
	1.1.1.1.2.9 - Address Order Handling infrastructure Issues	50
	1.1.1.1.2.10 - Roll-out Order Handling Infrastructure	50
	1.1.1.1.2.11 - Detect Order Handling infrastructure Shortfalls	50
	1.1.1.1.2.12 - Rebalance Order Handling Infrastructure Utilization	50
	1.1.1.1.2.13 - Remove Order Handling Infrastructure	50
	1.1.1.1.2.14 - Report Order Handling Infrastructure Capacity	50
	1.1.1.1.2.15 - Track Third-Party Order Handling Infrastructure Deployment	50
	1.1.1.1.2.16 - Report Order Handling Infrastructure Deployment Process Capability	50
	1.1.1.1.2.17 - Manage Order Handling Notification	100
	1.1.1.1.2.18 - Undertake Order Handling Trend Analysis	100
1.1.1.1.3 - Support Problem Handling		4.10
	1.1.1.1.3.1 - Ensure Product Offering Operation	50
	1.1.1.1.3.2 - Undertake Product Offering Trend Analysis	50
	1.1.1.1.3.3 - Request Product Offering Data Collection	100
	1.1.1.1.3.4 - Request Product Offering Performance Testing	50
	1.1.1.1.3.5 - Manage Product Offering Maintenance Programs	50
	1.1.1.1.3.6 - Request Provisioning Intervention	50
	1.1.1.1.3.7 - Report Product Offering Trend Analysis	50
	1.1.1.1.3.8 - Track Problem Handling Process Capability	50
	1.1.1.1.3.9 - Manage Problem Handling Notification	50
	1.1.1.1.3.10 - Undertake Problem Handling Trend Analysis	50
1.1.1.1.5 - Support Retention & Loyalty		4.75
	1.1.1.1.5.1 - Ensure Retention & Loyalty Capability	75
	1.1.1.1.5.2 - Undertake Retention & Loyalty Trend Analysis	100
1.1.1.1.6 - Support Marketing Fulfillment		4.50

1.1.1.1.6.1 - Ensure Marketing Fulfillment Capability	100
1.1.1.1.6.2 - Undertake Marketing Fulfillment Trend Analysis	50
1.1.1.1.7 - Support Selling	4.13
1.1.1.1.7.1 - Ensure Selling Capability	100
1.1.1.1.7.2 - Manage Sales Channels	50
1.1.1.1.7.3 - Manage Sales Leads	25
1.1.1.1.7.4 - Undertake Selling Trend Analysis	50
1.1.1.1.8 - Support Customer QoS/SLA	4.00
1.1.1.1.8.1 - Ensure Customer QoS/SLA Capability	50
1.1.1.1.8.2 - Monitor Product Offerings	50
1.1.1.1.8.3 - Maintain Product Offering Performance Threshold Standards	50
1.1.1.1.8.4 - Monitoring Product Offering Performance Analyses	50
1.1.1.1.8.5 - Aggregate QoS Performance Analysis	50
1.1.1.1.8.6 - Assist Trend Analysis Development	50
1.1.1.1.8.7 - Log Product Offering Analysis Results	50
1.1.1.1.8.8 - Agree Service Outages	50
1.1.1.1.8.9 - Track Customer QoS/SLA Management Process Capability	50
1.1.1.1.8.10 - Manage Customer QoS/SLA Management Notification	50
1.1.1.1.8.11 - Undertake QoS/SLA Performance Trend Analysis	50
1.1.1.1.9 - Manage Campaign	4.75
1.1.1.1.9.1 - Ensure Campaign Support	50
1.1.1.1.9.2 - Undertake Campaign Trend Analysis	100
1.1.1.1.9.3 - Modify Campaign	100
1.1.1.1.9.4 - Report Campaign Effectiveness	100
1.1.1.1.10 - Manage Customer Inventory	4.86
1.1.1.1.10.1 - Identify Relevant Customer Inventory Information	100
1.1.1.1.10.2 - Maintain Customer Inventory facilities	100
1.1.1.1.10.3 - Manage Customer Inventory Capture	100
1.1.1.1.10.4 - Control Customer Inventory Access	100
1.1.1.1.10.5 - Ensure Customer Inventory Data Quality	100
1.1.1.1.10.6 - Track Customer Inventory Usage	100
1.1.1.1.10.7 - Identify Customer Inventory Shortcomings	50
1.1.1.1.11 - Manage Product Offering Inventory	5.00
1.1.1.1.11.1 - Identify Relevant Product Offering Inventory Information	100
1.1.1.1.11.2 - Maintain Product Offering Inventory facilities	100
1.1.1.1.11.3 - Manage Product Offering Inventory Capture	100
1.1.1.1.11.4 - Control Product Offering Inventory Access	100
1.1.1.1.11.5 - Ensure Product Offering Inventory Data Quality	100
1.1.1.1.11.6 - Track Product Offering Inventory Usage	100
1.1.1.1.11.7 - Identify Product Offering Inventory Shortcomings	100
1.1.1.1.12 - Manage Sales Inventory	5.00

1.1.1.1.12.1 - Identify Relevant Sales Inventory Information	100
1.1.1.1.12.2 - Maintain Sales Inventory facilities	100
1.1.1.1.12.3 - Manage Sales Inventory Capture	100
1.1.1.1.12.4 - Control Sales Inventory Access	100
1.1.1.1.12.5 - Ensure Sales Inventory Data Quality	100
1.1.1.1.12.6 - Track Sales Inventory Usage	100
1.1.1.1.12.7 - Identify Sales Inventory Shortcomings	100
<i>1.1.1.1.13 - Support Bill Invoice Management</i>	<i>N/A</i>
<i>1.1.1.1.14 - Support Bill Payments & Receivables Management</i>	<i>N/A</i>
<i>1.1.1.1.15 - Support Bill Inquiry Handling</i>	<i>N/A</i>
<i>1.1.1.1.16 - Support Charging</i>	<i>N/A</i>
<i>1.1.1.1.17 - Support Manage Billing Events</i>	<i>N/A</i>
<i>1.1.1.1.18 - Support Manage Balance</i>	<i>N/A</i>

4.2 L2: 1.1.1.3 Marketing Fulfillment Response Mapping Details

4.2.1 L3: 1.1.1.3.1 Issue & Distribute Marketing Collaterals

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.3.1 Issue & Distribute Marketing Collaterals
<p>Brief Description</p> <p>Issue and distribute marketing collateral (i.e., coupon, premium, sample, toys, fliers, etc.) directly to a customer AM</p> <p><i>Telaura Campaign Management allows defining marketing activities in the form of e-mail, sms, mail, visit, telephone call, etc., and assigning them to the campaigns. System supports associating campaign activities with work groups and distributing these activities to these work groups in the campaign execution process.</i></p>
<p>Extended description</p> <p>The purpose of this process is to handle the issuing and distribution of marketing collateral to customer, in line with marketing campaign needs. AM</p> <p><i>Telaura Campaign Management allows defining marketing activities in the form of e-mail, sms, mail, visit, telephone call, etc., and assigning them to the campaigns.</i></p> <p>([PS TCMP], 5.2 Campaign Activity and Activity Template)</p> <p>This can involve mailshots, leafleting and displays at events, inserts in newspapers, television and other media advertising and magazines, voice and text messaging to individuals, and so on. AM</p> <p><i>Telaura Campaign Management allows defining media in which the campaign announcements and advertisements will be done. System allows defining announcement and advertisement templates and associating them with the campaign activities. These activities are distributed to the defined sales channels. Telaura Campaign Management allows defining smart scripts in order to aid sales representatives during the phone call activities.</i></p> <p>[PS TCMP], 5.3 Campaign Announcement Template)</p> <p><i>Telaura Campaign Management allows associating campaign activities with work groups. System distributes the activities to these work groups in the campaign execution process.</i></p> <p>[PS TCMP], 6.9 Activity Management and Campaign Responses)</p> <p>Where required, this process deals with customization of general campaign material for individual regions or customer groups. AM</p> <p><i>Telaura Campaign Management supports creating marketing lists by searching the existing customers or uploading external marketing lists. To create the marketing list it is possible to use search criteria provided by Telaura Customer and Account Management. In addition, system supports association of customer groups, communities, segments and geographic regions with the campaigns.</i></p>

[\[PS_TCMP\]](#), 5.6Market Segment - Marketing List)

Direct marketing and sales through shop premises, in-store franchises, etc are also included, and this process also manages distribution of marketing collaterals to such outlets **AM**

Telaura Campaign Management allows associating sales channels to the campaigns and in the campaign execution the activities created for the campaigns can be distributed into these channels.

[\[PS_TCMP\]](#), 6.9 Activity Management and Campaign Responses)

System tracks the sales or activities performed by these channels allowing users manage the distribution of marketing collaterals.

[\[PS_TCMP\]](#), 6.11 Campaign Reports)

4.2.2 L3: 1.1.1.3.2 Track Leads

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.3.2 Track Leads
<p>Brief Description</p> <p>Track leads generated through marketing, or that arise in the course of business AM</p> <p><i>Telaura Campaign Management System tracks responses given to a campaign and support the processes that convert these responses into sales leads.</i></p> <p>Extended description</p> <p>The purpose of this process is to identify leads following on from marketing campaign advertising, or those that arise otherwise in the course of business and are collected here. Leads are tracked, evaluated and notified to other processes (e.g. Selling) for further action. AM</p> <p><i>Telaura Campaign Management system allows creating marketing lists and tracks the marketing activities (e-mail, sms, visit, call etc) done to this marketing lists. System supports receiving back the responses of these activities and allows creating new marketing list depending on the responses of the customers.</i></p> <p>[PS_TCMP], 6.9 Activity Management and Campaign Responses)</p> <p><i>Telaura Lead and Feasibility Management System allows uploading marketing list files to form lead groups.</i></p> <p>[PS_TLM], 5.2 Lead Groups)</p> <p><i>Telaura Lead and Feasibility Management monitors the progress of leads in the sales pipeline until their lifecycle ends successfully or unsuccessfully. A successful lead is handed over to order management processes.</i></p> <p>([PS_TLM], 6.1.3 Lead Activities)</p> <p>([PS_TLM], 7.1.3 Lead Sub Status: Ready for Sale)([IMG_LAD], Lead Activity Details Screen)</p>

4.2.3 Supporting Evidence References (Works Cited)

PS_TCMP	PS_TelauraCampaignManagement_v5.pdf, Product Specification Document for Telaura Campaign Management
PS_TLM	PS_TelauraLead&Feasibility Management_v5.pdf, Product Specification Document for Telaura Lead Management
IMG_LAD	Lead Activity Details Screenshot, Lead_Activity_Details_Screen.jpg

4.2.4 Marketing Fulfillment Response (1.1.1.3) – Conformance Scores

Table 4-2 Marketing Fulfillment Response (1.1.1.3) – Conformance Scores

Level 2: 1.1.1.3 - Marketing Fulfillment Response [2/2]		
Level 3 Process	Level 4 Process	L4/L3 Process Score
	1.1.1.3.1 - Issue & Distribute Marketing Collaterals	5.00
	1.1.1.3.2 - Track Leads	5.00

4.3 L2: 1.1.1.4 Selling - Mapping Details

4.3.1 L3: 1.1.1.4.1 Manage Prospect

4.3.1.1 L4: 1.1.1.4.1.1 Analyze Prospect Needs

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.1.1 Analyze Prospect Needs
Brief Description Analyze the needs of each potential prospect AM ([PS_TLM] , 6 Basic Lead Processes)

4.3.1.2 L4: 1.1.1.4.1.2 Identify Potential Solutions

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.1.2 Identify Potential Solutions
Brief Description Based on these needs, potential solutions are identified from the service provider's product portfolio. AM ([PS_TLM] , 6 Basic Lead Processes)

4.3.1.3 *L4: 1.1.1.4.1.3 Assign Prospect to Sales Channel*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.1.3 Assign Prospect to Sales Channel
<p>Brief Description</p> <p>Assign prospects to the appropriate sales channel; AM</p> <p>([PS_TLM], 6.1.3 Lead Activities)</p> <p>([PS_TLM], 7.1.3 Lead Sub Status: Ready for Sale)</p> <p>The purpose is to match assigned leads with the most appropriate products and ensure that these prospects are handled appropriately. AM</p> <p><i>Telaura Lead And Feasibility Management System allows users create leads and lead groups and associating them offers.</i></p> <p>([PS_TLM], 6 Basic Lead Processes)</p>

4.3.1.4 *L4: 1.1.1.4.1.4 Track & Report Prospect*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.1.4 Track & Report Prospect
<p>Brief Description</p> <p>Track each prospect through these processes and report the outcome (win or loss) of each prospect. A</p> <p>([PS_TLM], 7.1.5 Lead Sub Status: Opportunity Won)</p> <p>([PS_TLM], 7.1.6 Lead Sub Status: Opportunity Lost)</p> <p>These prospects represent a “pipeline” of potential sales, A</p> <p>([PS_TLM], 4 About Lead & Feasibility Management)</p> <p>each of which is expressed in terms of the probability of successful sales closure A</p> <p>([PS_TLM], 7 Lead Life Cycle Management)</p> <p>([PS_TLM], 7.1.5 Lead Sub Status: Opportunity Won)</p> <p>and an estimate of the total attainable revenue. A</p> <p>([PS_TLM], 9 Lead Statistics)</p>

4.3.2 L3: 1.1.1.4.2 Qualify Opportunity

4.3.2.1 L4: 1.1.1.4.2.2 Define Alternative/Customized Solutions

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.2.2 Define Alternative/Customized Solutions
<p>Brief Description</p> <p>Develop, as required, alternative solutions or customization to the specific customer's requirements. This focuses on the definition of these solutions at this stage, and not the actual development of new capabilities (which may follow on). AM</p> <p><i>System allows Sales representatives to add alternative offers to the proposal in case customer refuses the first one. These alternatives are given priorities.</i></p> <p>([PS_TLM], 6 Basic Lead Processes)</p>

4.3.2.2 *L4: 1.1.1.4.2.3 Assess Potential Development & Risk*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.2.3 Assess Potential Development & Risk
<p>Brief Description</p> <p>Assess the size of the potential development and its risk. AM</p> <p><i>Telaura Lead and Feasibility Management System allows creating risk profiles and associating them with the leads of lead groups.</i></p> <p>([PS_TLM], 7 Lead Life Cycle Management)</p> <p>The resources, financing and potential on-going customer commitment to the developed solution are all factors that must be assessed. AM</p> <p><i>Qualification of lead includes several contact activities at which the approval of the customer on technical and financial terms is asked.</i></p> <p>([PS_TLM], 7 Lead Life Cycle Management)</p>

4.3.2.3 *L4: 1.1.1.4.2.4 Assess Strategic Impacts*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.2.4 Assess Strategic Impacts
<p>Brief Description</p> <p>Assess the strategic importance of the opportunity, the potential for wider application, and the importance of the specific customer to the enterprise. AM</p> <p><i>System allows adding priorities to Leads and Lead Groups. The activities related leads are distributed through sales channels according to their priorities.</i></p> <p>([PS_TLM], 6 Basic Lead Processes)</p> <p>The solution alternatives must be available (e.g. capacity) or scheduled on a product roadmap AM</p> <p><i>System allows Sales representatives to add alternative offers with different technical properties to the proposals.</i></p> <p>([PS_TLM], 6 Basic Lead Processes)</p>

4.3.3 L3: 1.1.1.4.3 Negotiate Sales/Contract

4.3.3.1 L4: 1.1.1.4.3.1 Negotiate Standard Terms & Conditions

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.3.1 Negotiate Standard Terms & Conditions
Brief Description <p>For standard terms and conditions, interact as necessary with the customer to ensure that the standard terms and conditions are understood by, and are acceptable to, the customer. AM</p> <p><i>Signing the contract with the customer is the prerequisite process in order to convert a lead status into 'Ready For Sale'.</i></p> <p>([PS TLM], 7 Lead Life Cycle Management)</p>

4.3.3.2 L4: 1.1.1.4.3.2 Develop & Negotiate Non-standard Terms & Conditions

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.3.2 Develop & Negotiate Non-standard Terms & Conditions
Brief Description <p>Develop and negotiate with the customer (where required) non-standard terms and conditions associated with sales proposals specifically developed to meet specific customer requirements. AM</p> <p><i>The process of Qualification of a lead includes designing a special solution for the prospect customer.</i></p> <p>([PS TLM], 7 Lead Life Cycle Management)</p> <p>For complex sales proposals associated with customer RFPs this process may extend over long time periods and require extensive interaction with customers to achieve agreement. Aspects of contract price determination may include issues of CPE prices from third party vendors, allowances based on customer location, etc. For RFPs, many of the commercial terms being sought may be developed or originated by the customer, and the negotiating team may need to develop strategies to achieve acceptable commercial outcomes. AM</p> <p><i>Telaura Sales and Feasibility Management allows to develop special solution with unique pricing using embedded excel sheets. These proposals are stored in the system and goes through 4 step approval process.</i></p> <p>([PS TLM], 5.3.1.8 Work Group Type Authorization)</p> <p>The sale is concluded through negotiations and joint agreement on features, service levels, pricing and discounts, resulting in a sign-off formal agreement/contract between the customer and service provider.</p>

([PS TLM], 7.1.3 Lead Sub Status: Ready for Sale)

4.3.3.3 *L4: 1.1.1.4.3.3 Obtain Customer Agreement*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.3.3 Obtain Customer Agreement
<p>Brief Description</p> <p>For, either standard or non-standard terms and conditions, obtain final confirmation that the agreed terms and conditions are understood by, and are acceptable to, the customer, and achieve sign-off. AM</p> <p><i>Signing the contract with the customer is the prerequisite process in order to convert a lead status into 'Ready For Sale'.</i></p> <p>([PS TLM], 7 Lead Life Cycle Management)</p> <p>Depending upon specific circumstances, final agreement from the Service Provider's perspective may require escalation to, and agreement from, an appropriately delegated manager. The formal agreement could include zero or more confirmed orders from the customer. AM</p> <p>([PS TLM], 7.1.3 Lead Sub Status: Ready for Sale)</p> <p>These orders are then passed on as requests to allow formal Customer Orders to be generated and processed. A</p> <p>([PS TLM], 7.1.4 Lead Sub Status: At Order Level)</p>

4.3.3.4 *L4: 1.1.1.4.3.4 Create Customer Order*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.3.4 Create Customer Order
<p>Brief Description</p> <p>Responsible for creating standard and/or non-standard orders (in ITIL, "RFCs") for handover to be fulfilled. AM</p> <p>([PS TLM], 7 Lead Life Cycle Management)</p>

4.3.4 L3: 1.1.1.4.5 Cross/Up Selling

4.3.4.1 L4: 1.1.1.4.5.1 Analyze Customer Trends

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.5.1 Analyze Customer Trends
<p>Brief Description</p> <p>Use ongoing analysis of customer trends (e.g. usage, problems, complaints) to identify when the current offerings may no longer be appropriate for the customer, or when the opportunity for a larger sale arises. AM</p> <p>([PS_TLM], 6.1 Lead Groups)</p> <p>The purpose is to ensure that the value of the relationship between the customer and service provider is maximized by selling additional, or more of the existing, products. AM</p> <p>([PS_TLM], 6 Basic Lead Processes)</p>

4.3.4.2 L4: 1.1.1.4.5.2 Recommend Appropriate Offerings

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.5.2 Recommend Appropriate Offerings
<p>Brief Description</p> <p>Based on the data collected, recommend more appropriate offerings to the customer. AM</p> <p>([PS_TLM], 6.1 Lead Groups)</p>

4.3.5 L3: 1.1.1.4.6 Develop Sales Proposal

4.3.5.1 L4: 1.1.1.4.6.1 Ascertain Customer Requirements

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.6.1 Ascertain Customer Requirements
<p>Brief Description</p> <p>Ascertain the customer's requirements. This process commences following approval by the Qualify Customer process. AM</p> <p>([PS_TLM], 7 Lead Life Cycle Management)</p> <p>The development of a sales proposal may require the selection of a standard product offering, AM</p> <p>([PS_TLM], 6 Basic Lead Processes)</p> <p>may require the development of a non-standard offering, or may require the creation of a project team to construct an offering in response to a customer's Request For Proposal. AM</p> <p>([PS_TLM], 8 Lead Feasibility Process)</p>

4.3.5.2 L4: 1.1.1.4.6.2 Determine Support for Customer Requirements

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.6.2 Determine Support for Customer Requirements
<p>Brief Description</p> <p>Determine the ability of the enterprise to support the customer requirements. AM</p> <p>([PS_TLM], 8 Lead Feasibility Process)</p> <p>These processes assess the extent of enterprise support required to develop the sales proposal, marshal the necessary support across the enterprise and administer the sales proposal development activity to ensure that any timing constraints associated with eth customer requirements are achieved. AM</p> <p><i>The feasibility processes support assigning tasks to related departments in the enterprise according to the needs of the service provider. It is possible to add notes to the lead for meeting special requests of the customer.</i></p> <p>([PS_TLM], 6 Basic Lead Processes)</p>

4.3.6 L3: 1.1.1.4.7 Manage Sales Accounts

4.3.6.1 L4: 1.1.1.4.7.1 Contact Customer (on regular basis)

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.7.1 Contact Customer (on regular basis)
<p>Brief Description</p> <p>Contact the customers associated with each sales account on a regular basis appropriate for the type of account. The purpose is to manage the sales accounts assigned to the sales channel and/or sales manager on a day-day basis. AM</p> <p><i>Telaura Lead and Feasibility Management allows associating sales channels to lead activities (e-mail, visit, phone call etc.). The system directs associated activities to the users of the related work groups belonging to the sales channels. The activities are scheduled by the sales admins and system notifies users about their activities via e-mail.</i></p> <p>([PS_TLM], 6.1.3 Lead Activities)</p> <p>([PS_TLM], 5.3.1.6 Lead Activity Priorities)</p> <p>([PS_TLM], 5.3.1.8 Work Group Type Authorization)</p>

4.3.6.2 *L4: 1.1.1.4.7.2 Develop Contacts & Leads*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.7.2 Develop Contacts & Leads
Brief Description Develop the appropriate relationships and contacts, prospect for leads, promote the enterprise's product offerings, etc. AM ([IMG_LAD] , Lead Activity Details Screen)

4.3.6.3 *L4: 1.1.1.4.7.3 Contact Customer (on regular basis)*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.7.3 Contact Customer (on regular basis)
Brief Description Responsible for managing and updating sales repository / inventory AM Telaura Sales and Order Management allows associating product characteristics with provider. Providers are mostly used for the purpose of provision. When a provider gets a value from an inventory, it requests a soft lock on the selected item. If the item in the list is changed by the user, soft lock is released and the new selected value will be locked to avoid multiple reservations on the same inventory item. If there is no available value in the list populated by the provider, it means that sale is not provisioned and will not be possible. ([PS_TSOM] , 6.6 Setting up Product Characteristics)

4.3.7 Supporting Evidence References (Works Cited)

PS_TLM	PS_TelauraLead&Feasibility Management_v5.pdf, Product Specification Document for Telaura Lead Management
PS_TSOM	PS_TelauraSalesandOrderManagement_v5.0.pdf, Product Specificaiton Document for Telaura Sales and Order Management
IMG_LAD	Lead Activity Details Screenshot, Lead_Activity_Details_Screen.jpg

4.3.8 Selling (1.1.1.4) – Conformance Scores

Table 4-3 Selling (1.1.1.4) – Conformance Scores

Level 2: 1.1.1.4 - Selling [7/7]		
Level 3 Process	Level 4 Process	L4/L3 Process Score
1.1.1.4.1 - Manage Prospect		5.00
	1.1.1.4.1.1 - Analyze Prospect Needs	100
	1.1.1.4.1.2 - Identify Potential Solutions	100
	1.1.1.4.1.3 - Assign Prospect to Sales Channel	100
	1.1.1.4.1.4 - Track & Report Prospect	100
1.1.1.4.2 - Qualify Opportunity		5.00
	1.1.1.4.2.2 - Define Alternative/Customized Solutions	100
	1.1.1.4.2.3 - Assess Potential Development & Risk	100
	1.1.1.4.2.4 - Assess Strategic Impacts	100
1.1.1.4.3 - Negotiate Sales/Contract		5.00
	1.1.1.4.3.1 - Negotiate Standard Terms & Conditions	100
	1.1.1.4.3.2 - Develop & Negotiate Non-standard Terms & Conditions	100
	1.1.1.4.3.3 - Obtain Customer Agreement	100
	1.1.1.4.3.4 - Create Customer Order	100
1.1.1.4.5 - Cross/Up Selling		5.00
	1.1.1.4.5.1 - Analyze Customer Trends	100
	1.1.1.4.5.2 - Recommend Appropriate Offerings	100
1.1.1.4.6 - Develop Sales Proposal		4.33
	1.1.1.4.6.1 - Ascertain Customer Requirements	100
	1.1.1.4.6.2 - Determine Support for Customer Requirements	100
	<i>1.1.1.4.6.3 - Develop Proposal against Customer Requirements</i>	<i>0</i>
1.1.1.4.7 - Manage Sales Accounts		5.00
	1.1.1.4.7.1 - Contact Customer (on regular basis)	100
	1.1.1.4.7.2 - Develop Contacts & Leads	100
	1.1.1.4.7.3 - Update Sales Repository	100

4.4 L2: 1.1.1.5 Order Handling Mapping Details

4.4.1 L3: 1.1.1.5.1 Determine Customer Order Feasibility

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.5.1 Determine Customer Order Feasibility
<p>Brief Description</p> <p>Check the availability and/or the feasibility of providing and supporting standard and customized product offerings where specified to a customer. AM</p> <p><i>Telaura Sales and Order Management System ensures that order is feasible and valid before placing any kind of order. System performs service availability check and makes reservations if required to make sure the order will be successfully completed after it is dispatched. This validation is called at product configuration and provision step of the order entry.</i></p>
<p>Extended description</p> <p>The purpose of the Determine Customer Order Feasibility process is to check the availability A</p> <p><i>System performs a validation check at the end of every step of order entry phase of order lifecycle.</i></p> <p>([PS TSOM], The Order Management Lifecycle, Figure 2: Sales Order Lifecycle)</p> <p>[TSOM_D], SD_TSOM_OE_New Sales Sequence Diagram</p> <p>and/or the feasibility of providing and supporting standard and customized product offerings where specified as part of the standard product offering process flow, to a customer. AM</p> <p><i>At the product Configuration & Provision step, system uses product and service characteristic configurations (A) and providers and validators (AM) to check the feasibility of services requested by the customer.</i></p> <p>([PS TSOM], 4.1.1 Order Entry Steps)</p> <p>These processes invoke requests to SM&O provisioning processes to determine the availability and supportability of product offerings to a customer. A</p> <p><i>At the order entry phase of order management, system performs an address based service availability check to make sure that the service is available in the provided address. Providers reserve necessary resources in the order to make sure that the order is going to be fulfilled successfully after order entry phase. In the cancellation of orders, system releases the resources by calling related systems.</i></p> <p>([PS TSOM], 4.1.1 Order Entry Steps)</p>

([\[PS TSOM\]](#), 4.1.1.4 Product Configuration and Provision Step)

[\[TSOM_D\]](#), SD_TSOM_OE_New Sales Sequence Diagram

These processes are also responsible for determining whether the offering can be supported by other CRM processes. **A**

Telaura Product and Catalog Management system uses billing services to associate tariffs, discounts and commitments with the offers. In the order management lifecycle, when order is completed successfully, information regarding activated products and their tariffs are sent to billing system.

([\[PS TSOM\]](#), 4.1.2.4 Order Completion Notification)

In the Order Closure step of the lifecycle, system updates customer and product inventory and notifies Supplier/Partner Management system to trigger a commission workflow.

([\[PS TSOM\]](#), 4.1.2.5 Order Closure)

Telaura Customer And Account Management system manages the customer inventory to start any business interactions regarding existing products of the customer.

([\[PS TCAM\]](#), 9.1 Customer and Account Business Interactions)

([\[PS TCAM\]](#), 9.2 Customer Main Page)

Telaura Sales and Order Management System creates the product instances when an order has been created. The product statuses are updated at different steps of the order handling phase. Telaura Sales and Order Management supports 'Complaint' type business interactions for any product instance that was created by the order handling processes. The complaint type business interactions should be handled by the related QoS/Assurance system.

([\[PS TSOM\]](#), Table 3: Business Interaction Types)

System supports giving priorities to the orders. It is possible to give the priority level depending on the SLAs associated with the offers (main offer). The priority of the order is managed at order level.

([\[PS TSOM\]](#), 5.2 Customer and Service Orders)

LEVEL 4 PROCESS MAPPING DETAILS

1.1.1.5.1.1 Perform Impact Analysis

Brief Description

Analyses the customer order for further impact particularly deals with RFCs (request for change).

AM

Telaura Sales and Order Management System checks whether a customer order is feasible to be placed. If customer order is not valid then error messages about why the order is not feasible is shown to user. Following the error message instructions the agent if possible can take corrective actions to be able to submit the order. For example if the agent added an IPTV offer and not added a set top box offer into the shopping cart an error is shown to the user that a set top box offer must be added. After adding this offer into the shopping cart the agent will be able to proceed with the order.

([\[PS_TSOM\]](#), 4.1.1 Order Entry Steps)

([\[PS_TSOM\]](#), 4.1.1.4 Product Configuration and Provision Step)

[\[TSOM_D\]](#), SD_TSOM_OE_New Sales Sequence Diagram

Extended description

Not used for this process element.

4.4.2 L3: 1.1.1.5.2 Authorize Credit

LEVEL 3 PROCESS MAPPING DETAILS

1.1.1.5.2 Authorize Credit

Brief Description

Assess a customer's credit worthiness in support of managing customer risk and company exposure to bad debt AM

Telaura Sales and Order Management system has several functionalities to reduce the risk of bad debt of a service provider:

1. *Black List Check: Before placing any order, system will perform a black list check from the related system.*
2. *Credit Check: System checks the quote sum against the credibility of the customer from the related system.*
3. *Bad Debt Check: System allows defining rules for customers who do not pay their previous bills and performs these validations at the order entry.*
4. *Account Status Check: System does not allow a customer with an account status 'Suspended for Non Pay' purchase new products. This configuration may be done on Rule Engine.*

Extended description

The purpose of the Authorize Credit processes is to assess a customer's credit worthiness in support of managing customer risk and company exposure to bad debt. AM

Telaura Customer And Account Management system allows configuring credit and risk classes and credit limits for customers.

([\[PS_TCAM\]](#), 5.7.1 Customer Credit Classes:)

This process is responsible for initiating customer credit checks and for authorizing credit and credit termsA

Telaura Sales and Order Management system performs a Black List check before any order can be given.

([\[PS_TSOM\]](#), 4.1.1.1 Credit Check Step)

([\[TSOM_D\]](#), SD_TSOM_OE_New Sales Sequence Diagram)

in accordance with established enterprise risk and policy guidelines AM

Telaura Customer and Account Management System stores credit classes and credit limits of customers and provides APIs for updating customer profiles for these values by external business intelligence or analytics systems.

([\[PS_TCAM\]](#), 5.7.1 Customer Credit Classes)

4.4.3 L3: 1.1.1.5.4 Track & Manage Customer Order Handling

4.4.3.1 L4: 1.1.1.5.4.1 Manage Customer Order

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.5.4.1 Manage Customer Order
<p>Brief Description</p> <p>Schedule, assign and coordinate customer provisioning related activities. AM</p> <p><i>Telaura Sales and Order Management system tracks the service and resource provisioning activities related with the customer orders.</i></p> <p>([PS TSOM], 5.2 Customer and Service Orders)</p> <p><i>Telaura Workforce Management System handles any manual task related with the customer order, like installation of a CPE at customer site or wiring the customer premises.</i></p> <p>([UG TWM], 4 Main Principles of Telaura Workforce Management)</p> <p>([UG TWM], 4.3.1 Installation Workflow)</p> <p><i>Telaura Workforce Management System assigns the manual task to the proper work group including users that have proper skills for performing the manual task.</i></p> <p>([UG TWM], 4.2 Assigning the Tasks to Relation Work Groups)</p> <p><i>Telaura Workforce Management System also handles the scheduling of the appointments with the customer for manual tasks requiring to visit customer site.</i></p> <p>([UG TWM], 4.3.2.2 Scheduling Shipment Appointments)</p> <p>Generate the respective service order creation request(s) to Issue Service Orders based on specific customer orders. A</p> <p>([PS TSOM], 5.2 Customer and Service Orders)</p> <p>Escalate status of customer orders in accordance with local policy. AM</p> <p>([PS TSOM], 5.2.1 Order Statuses)</p> <p>([PS TSOM], 5.2.2 Order Item Statuses)</p> <p>Add additional information to an existing customer order. AM</p> <p>([AOS TSOM], 2.2.2 Updating the In-Flight Order Information)</p> <p>Modify information in an existing customer order. AM</p>

([\[AOS TSOM\]](#), 2.2.2 Updating the In-Flight Order Information)

Cancel a customer order when the initiating sales request is cancelled. **AM**

This process is supported if the Order is at Quote status or one of its sub statuses. System allows saving an order and updating or cancelling it later upon request of the customer. System also automatically expires the order after a defined period of time.

([\[PS TSOM\]](#), 5.2.1 Order Statuses)

([\[PS TSOM\]](#), 5.2.2 Order Item Statuses)

If some specific product components are delivered directly by suppliers/partners, initiate requests, through S/P Requisition Management, for the delivery by the supplier/partner of the specific product components. **A**

Telura Work Organization Management System allows creating users and organization structure for 3rd party companies whose users interact with the system at any step of the order handling.

([\[PS TWOM\]](#), 5.1 Work Organization)

Telura Work Force Management System allows creating manual task flows if required during order management processes. Once the S/P users, their authorizations, roles and work groups are defined, Telura Workforce Management system supports assigning manual tasks to users belonging to external organizations. The examples of these manual tasks may be a shipment, an installation, or a training activity delivered by the 3rd party company. When a S/P company responsible for providing specific service or a product component, Telura Workforce Management system handles the creation of manual tasks related with the order.

([\[UG TWM\]](#), 4 Main Principles of Telura Workforce Management)

([\[UG TWM\]](#), 4.2 Assigning the Tasks to Relation Work Groups)

Extended description

Not used for this process element.

4.4.3.2 **L4: 1.1.1.5.4.2 Track Customer Order**

LEVEL 4 PROCESS MAPPING DETAILS

1.1.1.5.4.2 Track Customer Order

Brief Description

Undertake necessary tracking of the execution process. **AM**

([\[PS TSOM\]](#), 5.2 Customer and Service Orders)

([\[PS TSOM\]](#), 5.2.1 Order Statuses)

Modify the customer order status. AM

([\[PS TSOM\]](#), 5.2.1 Order Statuses)

([\[PS TSOM\]](#), 5.2.2 Order Item Statuses)

Monitor the jeopardy status of customer orders, escalating customer orders as necessary.

AM

System allows users to prepare reports for orders that are not completed within their normal duration.

([\[AOS TSOM\]](#), 2.1 Detecting Problematical Orders)

Extended description

Not used for this process element.

4.4.3.3 *L4: 1.1.1.5.4.3 Update Order Repository*

LEVEL 4 PROCESS MAPPING DETAILS

1.1.1.5.4.3 Update Order Repository

Brief Description

Not added yet.

Extended description

Not used for this process element.

Explanatory

Update repository at each level in order handling. The state of order will be changed at each level according to work flow:

- All those issued customer order which are not preauthorized are set in 'pending' state

- Validate order will passed to 'acknowledged' state (if invalid, order gets 'rejected')

- Feasible order (completing the impact analysis) will be 'committed' in case order is not 'cancelled' (leads to cancelled state) (if infeasible , order gets 'rejected')

- As the order progress for completion will set to 'completed' (in case not cancelled)

- The 3 terminal states: completed, cancelled and rejected will finally leads to 'closed customer order' **A**

([\[PS TSOM\]](#), 5.2.1 Order Statuses)

([\[PS TSOM\]](#), 5.2.2 Order Item Statuses)

4.4.4 L3: 1.1.1.5.5 - Complete Customer Order

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.5.5 - Complete Customer Order

Brief Description

Manage customer information and interactions after customer contracts or associated service orders have been finalized and during the order completion phase AM

After the service orders have been finalized, Telaura Sales and Order Management updates contact information and triggers a commission workflow if necessary. If there is an installation in the service activation process, there may be a step to assign a task on a sales agent to get the confirmation of the customer to check that the installation was done properly.

The optional steps are configured in the system. A commission or a confirmation task may be added to any kind of order depending on the sales channel the order is captured.

Extended description

The purpose of the Complete Customer Order processes is to manage customer information and interactions after customer contracts or associated service orders have been finalized and during the order completion phase. A

([\[PS TSOM\]](#), 4.1.2.5 Order Closure)

The customer may participate in commissioning or end-to-end testing and then satisfactory delivery. AM

After every installation workflow, a task is created to get the approval of the customer regarding the installation work at the customer site. Installation/Shipment Tasks include shipping user manuals for the products and services given to the customer. The manual tasks include giving the required trainings to the customer at customer site.

([\[PS TSOM\]](#), 6.7 Setting up Offers)

([\[UG TWM\]](#), 4.3.1 Installation Workflow)

([\[UG TWM\]](#), 4.3.2 Shipment Workflow)

These processes are responsible for ensuring that any customer information required by other CRM processes is updated as part of the customer order completion. A

([\[PS TSOM\]](#), 4.1.2.5 Order Closure)

4.4.5 L3: 1.1.1.5.6 - Issue Customer Orders

4.4.5.1 L4: 1.1.1.5.6.1 - Assess Customer Order

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.5.6.1 - Assess Customer Order
<p>Brief Description</p> <p>Assess the information contained in the customer order relating to the sales request A</p> <p>([PS TSOM], 4 About Sales and Order Management)</p> <p>([PS TSOM], 5.2 Customer and Service Orders)</p> <p>([PS TSOM], Table 7: Order Types)</p> <p>or initiating customer process request to determine the associated customer orders that need to be issued. A</p> <p>([PS TSOM], Table 8: Order Statuses, Please Check Pending Dispatch Order Status Explanation)</p> <p>The issued customer order may require a feasibility assessment, A</p> <p><i>The Rule Engine supports adding Product Configuration Rules and Proposal Rules at any Step of the Order Lifecycle. These rules may depend on services/resources, products and offers exist in the order. System can be configured to add a manual task and related task assignments will be handled by the Rule Engine depending on the configurations.</i></p> <p>([PS TSOM], 7 Rules Engine)</p> <p>may require new provisioning activities, A</p> <p><i>When a characteristic required for a product associated with a provider class, Telaura Product Catalog Management System allows configuring when to capture the value of this field. System allows selecting at which step of the order this characteristic value should be provided. Provider Classes are used for provisioning purposes. Product Characteristics form the base of product specifications.</i></p> <p>([PS TSOM], 6.6 Setting up Product Characteristics)</p> <p>([PS TPCM], 5.4 Product Specification)</p> <p>may require a change to a previously issued customer order, A</p> <p><i>Some of the business interactions in Telaura Sales and Order Management automatically creates update/cancel/change processes for previously sent orders.</i></p>

([PS TSOM], 5.2 Customer and Service Orders)

([BP TSOM], Product Freeze Change Order)

or may require cancellation of a previously initiated customer order. A

([BP TSOM], Product Defreeze Order)

The customer order may also relate to the cancellation of previously purchased specific services. A

Extended description

Not used for this process element.

4.4.5.2 L4: 1.1.1.5.6.2 - Issue Customer Order

LEVEL 4 PROCESS MAPPING DETAILS

1.1.1.5.6.2 - Issue Customer Order

Brief Description

Issue a customer order, creating a record of the relevant initiating sales request and the associated customer order. A

([PS TSOM], 4.1 The Order Management Lifecycle)

([PS TSOM], 5.2 Customer and Service Orders)

Issue a customer order, creating a record of the relevant initiating sales request and the associated customer order. Where the initiating request for a purchased product offering has special or unusual requirements, if a specific feasibility assessment has been previously undertaken, create a record of the relevant initiating request information. AM

Telaura Sales and Order Management System support a special assessment process for any type of business interaction upon configuration. Special assessment should be performed by the user manually at the order approval step.

([PS TSOM], 6.1.1 Setting Up Business Interactions and Sales Channels)

If a specific feasibility assessment has not been previously undertaken, mark the issued customer order as requiring special handling. AM

In Telaura, Order Management Processes are connected to Lead and Feasibility Processes. In case an order requires a special handling, system automatically creates a sales lead. Telaura

Lead Management System supports creating special offers for customers and triggers feasibility processes if necessary. Once the feasibility assessment done, Telaura Lead Management System hands over the quote back to Telaura Sales and Order Management System for Order Handling.

([\[PS TLM\]](#), 7.1.3 Lead Sub Status: Ready for Sale)

([\[PS TLM\]](#), 8 Lead Feasibility Process)

Extended description

Not used for this process element.

4.4.6 L3: 1.1.1.5.7 - Report Customer Order Handling

4.4.6.1 *L4: 1.1.1.5.7.1 - Monitor Customer Order Status*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.5.7.1 - Monitor Customer Order Status
<p>Brief Description</p> <p>Continuously monitor the status of customer orders. AM</p> <p><i>Telaura Sales and Order Management System allows monitoring (AM) the orders and tracks (A) the statuses of the orders.</i></p> <p>([UG TSOM], 3.1.1.3 Viewing Customer Orders)</p> <p>([UG TSOM], 3.1.1.4 Viewing My Orders (Sales Agents))</p> <p>([PS TSOM], 5.2.1 Order Statuses)</p> <p>Extended description</p> <p>Not used for this process element.</p>

4.4.6.2 *L4: 1.1.1.5.7.2 - Manage Customer Order Status Notification*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.5.7.2 - Manage Customer Order Status Notification
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Brief Description

Manage notifications to processes and other parties registered to receive notifications of any status changes. AM

System provides an interface for managers to monitor the order statuses real-time.

([\[KUG TSOM R\]](#), 2.1 Generic Order Report)

([\[KUG TSOM R\]](#), 2.2 Sales Report)

Extended description

Not used for this process element.

4.4.6.3 *L4: 1.1.1.5.7.3 - Report Customer Order Status*

LEVEL 4 PROCESS MAPPING DETAILS

1.1.1.5.7.3 - Report Customer Order Status

Brief Description

Record, analyze and assess the customer order status changes to provide management reports and any specialized summaries of the efficiency and effectiveness of the overall Order Handling process, including specific reports required by specific customers. AM

System provides access to all order related information. Specialized reports can be taken by setting different search criteria and filters. System allows producing excel sheets for different views.

([\[KUG TSOM R\]](#), 2.1 Generic Order Report)

([\[KUG TSOM R\]](#), 2.2 Sales Report)

Extended description

Not used for this process element.

4.4.7 L3: 1.1.1.5.8 - Close Customer Order

LEVEL 3 PROCESS MAPPING DETAILS

1.1.1.5.8 - Close Customer Order

Brief Description

Close a customer order when the customer provisioning activities have been completed. Monitor the status of all open customer orders, and recognize that a customer order is ready to be closed when the status is changed to completed. A

When all service orders related with a customer order is completed, Telaura Sales and Order Management System performs order closure tasks if necessary and updates the customer order status.

Extended description

The objective of the Close Customer Order processes is to close a customer order when the customer provisioning activities have been completed. A

([\[PS TSOM\]](#), 4.1.2.4 Order Completion Notification)

These processes monitor the status of all open customer orders, and recognize that a customer order is ready to be closed when the status is changed to completed. A

([\[PS TSOM\]](#), 4.1.2.5 Order Closure)

4.4.8 Supporting Evidence References (Works Cited)

PS_TSOM	PS_TelauraSalesandOrderManagement_v5 .pdf, Product Specification Document for Telaura Sales and Order Management
PS_TCAM	Product Specification Document for Telaura Customer and Account Management
[TSOM_D]	TSOM_Diagrams.oom, Telaura Sales And Order Management Diagrams
[AOS_TSOM]	AOS_TelauraSalesandOrderManagement_InFlightOrders_v5.pdf, Application and Operation Support Document for In-Flight Order Updates.
UG_TWM	FR-PT02.04-R01 Telaura_Workforce Management_v5.pdf, Key User Guide For Telaura Workforce Management System.
PS_TLM	PS_TelauraLead&Feasibility Management_v5.pdf, Product Specification Document for Telaura Lead Management
[PS_TPCM]	PS_TelauraProductCatalog_Management_v5.pdf, Product Specification Document for Telaura Product Catalog Management
[BP_TSOM]	TSOM_BusinessProcesses.bpm, Activity and Process Flow Diagrams for Telaura Sales and Order Management.
UG_TSOM	FR-PT02.04-R01 Telaura_Sales_and_Order_Management_v5.docx, Telaura Sales and Order Management Key User Guide
KUG_TSOM_R	PS_TelauraSalesandOrderManagement_Reports_v5.pdf, Product Specification Document, Telaura Sales and Order Management Reports.
PS_TWOM	PS_TelauraWorkOrganizationManagement_v5.pdf, Product Specification Document, Telaura Work Organization Management.

4.4.9 Order Handling (1.1.1.5) – Conformance Scores

Table 4-4 Order Handling (1.1.1.5) – Conformance Scores

Level 2: 1.1.1.5 - Order Handling [7/7]		
Level 3 Process	Level 4 Process	L4/L3 Process Score
1.1.1.5.1 - Determine Customer Order Feasibility		5.00
	1.1.1.5.1.1 - Perform Impact Analysis	100
1.1.1.5.2 - Authorize Credit		4.50
1.1.1.5.4 - Track & Manage Customer Order Handling		5.00
	1.1.1.5.4.1 - Manage Customer Order	100
	1.1.1.5.4.2 - Track Customer Order	100
	1.1.1.5.4.3 - Update Order Repository	100
1.1.1.5.5 - Complete Customer Order		5.00
1.1.1.5.6 - Issue Customer Orders		5.00
	1.1.1.5.6.1 - Assess Customer Order	100
	1.1.1.5.6.2 - Issue Customer Order	100
1.1.1.5.7 - Report Customer Order Handling		4.67
	1.1.1.5.7.1 - Monitor Customer Order Status	100
	1.1.1.5.7.2 - Manage Customer Order Status Notification	50
	1.1.1.5.7.3 - Report Customer Order Status	100
4.4.9.1.8 - Close Customer Order		

4.5 L2: 1.1.1.16 - Customer Management

4.5.1 L3: 1.1.1.16.1 - Enable Retention & Loyalty

4.5.1.1 L4: 1.1.1.16.1.1 - Build Customer Insight

4.5.1.1.1 L5: 1.1.1.16.1.1.1 Gather Customer Information

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.16.1.1.1 Gather Customer Information
<p>Brief Description</p> <p>Incorporate into the customer profile, all relevant information gathered through all contacts with the customer (usage pattern, demographics, life stage, household, community of interest, business direction). A</p> <p>Telaura Customer and Account Management gathers all customer related information including demographics, contacts, interests, communities. It is possible to define new attributes to keep as customer related information.</p> <p>([PS TCAM], 5.7 Customer Profiles)</p> <p>Customer and market information from other sources may be gathered, which will build a better understanding of the customer. The purpose of this process is to ensure that Service Provider and the customer feel confident that the relationship is founded on up-to-date, accurate and legally compliant information. A</p> <p>It is possible to keep personal and organizational identification information and perform necessary validations.</p> <p>([PS TCAM], 5.8.1.1 Personal/Corporate Identification Information Step)</p> <p>Telaura Customer and Account Management performs address validations for every time a business interaction is done. A</p> <p>([PS TCAM], 5.8.1.3 Acquisition of Address Information)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.16.1.1.2 Report Customer Information
<p>Brief Description</p> <p>Makes available Customer Information to any process that needs to access it. This customer information will be used to continually refine the means and style of interaction, and the solution sets and customer experience offered. AM</p> <p>Telaura Customer and Account Management allows viewing demographic information, products, assets, orders, interactions(notes, requests, information), relations, end-users, billing accounts, billing profiles, groups, communities and segments of a customer at customer main page. Most of this information is provided by the related systems via interfaces.</p> <p>Telaura Customer and Account Management supports creating, updating, inquiring customers and customer related data through its APIs.</p> <p>([PS TCAM], 9.2 Customer Main Page)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.5.1.2 *L4: 1.1.1.16.1.2 - Analyze & Manage Customer Risk*

4.5.1.2.1 L5: 1.1.1.16.1.2.1 Ensure Risk Analysis Basis

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.16.1.2.1 Ensure Risk Analysis Basis
Brief Description Ensure that risk analysis is based on information collected from all processes AM ([PS TCAM] , 5.7.1 Customer Credit Classes) ([PS TCAM] , 5.7.2 Customer Risk Profiles) Extended description <i>Not used for this process element</i>

4.5.1.2.2 L5: 1.1.1.16.1.2.2 Ensure Consistent Risk Analysis

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.16.1.2.2 Ensure Consistent Risk Analysis
<p>Brief Description</p> <p>Ensure consistent risk assessment is used across the Enterprise. AM</p> <p>Telaura Customer and Account Management provides APIs for validating customer information for all processes to reduce the customer risk for all critical processes.</p> <p>([PS TCAM], 5.8 The Customer and Account Management Lifecycle)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.5.1.2.3 L5: 1.1.1.16.1.2.3 Determine Customer Risk

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.16.1.2.3 Determine Customer Risk
<p>Brief Description</p> <p>Determines the credit risk, fraud risk, influence risk, and churn risk. AM</p> <p>Telaura Customer and Account Management manages customer related information like customer risk profiles. These profiles can be defined by the service provider and associated with customers and customer accounts.</p> <p>([PS TCAM], 5.7.2 Customer Risk Profiles)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.5.1.2.4 L5: 1.1.1.16.1.2.4 Identify Risk Management Treatment

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.16.1.2.4 Identify Risk Management Treatment
<p>Brief Description</p> <p>Identifies treatments to manage these risks and focuses on using customer information. The purpose is to track and improve Operations, target and with the right customers and improves Sales Conversion rate. A</p> <p>Telaura Churn & Retention Management uses customer information to evaluate the risks and allows treating customers differently depending on the customer profiles.</p>

[\(\[PS TCRM\], 5.1.2 Retention Actions\)](#)

Extended description

Not used for this process element

4.5.1.3 **L4: 1.1.1.16.1.3 Personalize Customer Profile for Retention & Loyalty**

4.5.1.3.1 L5: 1.1.1.16.1.3.1 Collect Customer Personalization Information

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.16.1.3.1 Collect Customer Personalization Information
<p>Brief Description</p> <p>Collects Personalization Information about customers. This also discourages switching since the customer would have to build up the same Personalized experience with the next Service Provider.</p> <p>A/M</p> <p>Customer profile information is gathered to define the detailed specifications of a customer, and to be able to take appropriate action in terms of marketing, notification and customer loyalty.</p> <p>([PS TCAM], 5.7 Customer Profiles)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.5.1.3.2 L5: 1.1.1.16.1.3.2 Provide Customer Personalization Information

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.16.1.3.2 Provide Customer Personalization Information
<p>Brief Description</p> <p>Provides a source of data for performing loyalty and retention marketing campaigns, for retaining existing customers, promoting customer loyalty, winning back customers who have left. It utilizes predictive modeling software to analyze an account, and to return relevant scores, such as: churn score, up-sell score, cross-sell score, bad debt score and customer lifetime value score. Moreover it utilizes scores for customer analysis and marketing campaign purposes... AM</p> <p>Telaura Churn and Retention Management System supports creating churn profiles for the customers so that these customers may be treated specially. It is possible to observe the interaction history of these customers and prevent others in same profile from repeating similar actions. Telaura Customer and Account Management and Telaura Churn and Retention Management Systems supports similar precaution techniques excluding the processes like deciding the customer profiles, and observing the customer interactions. Other pattern recognition or Complex Event Processing methods can be used on the customer database manually to identify customers who may need special treatment in the future.</p> <p>([PS TCRM], 5.1.3 Definition of Service/Resource Relations)</p> <p>([PS TCRM], 5.1.4 Definition of Profile Filters)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.5.1.3.3 L5: 1.1.1.16.1.3.3 Ensure Customer Personalization Opportunities

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.16.1.3.3 Ensure Customer Personalization Opportunities
<p>Brief Description</p> <p>Provides the personalization opportunities for customers that will encourage them not to switch to another Service Provider. Personalization allows delivery of services that more closely match the customer's need. - Business Planning is essential to allow the Service Provider to match the customer's future retention needs and potential acquisition needs, rather than just continuing with today's known needs. AM</p> <p>Telaura Churn and Retention Management System supports creating churn profiles for the customers so that these customers may be treated specially. It is possible to observe the interaction history of these customers and prevent others in same profile from repeating similar actions. Telaura Customer and Account Management and Teluara Churn and Retention Management Systems supports similar precaution techniques excluding the processes like deciding the customer profiles, and observing the customer interactions. Other pattern recognition or Complex Event Processing methods can be used</p>

on the customer database manually to identify customers who may need special treatment in the future.

[\(\[PS_TCRM\], 5.1.3 Definition of Service/Resource Relations\)](#)

[\(\[PS_TCRM\], 5.1.4 Definition of Profile Filters\)](#)

Loyalty schemes allow tangible benefits to be offered to good customers in a mass-market AM

Telaura Customer and Account Management supports assigning Loyalty Schemes to the customers.

[\(\[PS_TCAM\], 5.7 Customer Profiles\)](#)

The process aims to ensure that all information is gathered and used to make the best decisions to retain those customers the Service Provider wants to retain, heighten satisfaction and maintain profitability. AM

Telaura Customer and Account Management allows creating dynamic customer profile according to the needs of the operators, so that the most important customer information can be stored from operator's point of view. System allows creating surveys and updating customer profile according to answers of the customers. The surveys are also used to gather information like customer opinions or wishes.

[\(\[PS_TCAM\], 5.7.3 Acquiring Profile Information\)](#)

4.5.1.4 L4: 1.1.1.16.1.4 Validate Customer Satisfaction

4.5.1.4.1 L5: 1.1.1.16.1.4.1 Validate Solution Predicted-Expected Value

LEVEL 5 PROCESS MAPPING DETAILS

1.1.1.16.1.4.1 Validate Solution Predicted-Expected Value

Brief Description

Validate that predicted/expected value is delivered by the solution. AM

In Telaura CRM Suite, it is possible to validate customer satisfaction or the quality of the solution provided to the customer by several methods

1. It is possible to create customer surveys and apply it to the customers

[\(\[PS_TCAM\], 5.7.3 Acquiring Profile Information\)](#)

2. It is possible to invoke confirmation workflows after manual tasks are performed (like installation task) by suppliers/partners or an internal workforce.

[\(\[UG_TWM\], 4.3.1 Installation Workflow\)](#)

3. After churn processes depending on the configuration

[\[PS TCRM\]](#), 5.1.15 Closing Churn and Retention Processes)

Extended description

Not used for this process element

Brief Description

It validates that the customer is capable of realizing maximum value from the operation or use of the solution and that intense Provider involvement is no longer needed to manage the solution. AM

System allows creating installation tasks (including customer trainings) if necessary for a service. If there is an installation task for a service Telaura Workforce Management system will handle these processes as the last step, system assign a task on a related work group to call the customer and receive her confirmation. If the confirmation is not received, system informs middleware to create a trouble ticket. Otherwise, the service activation is completed by informing the billing system. These processes are handled in cooperation with Telaura Product and Catalog Management, Telaura Sales and Order Management, Telaura Workforce Management and the SOA middleware. Telaura Product and Catalog Management System allows marking a service as 'Requires Installation'.

[\[PS TPCM\]](#), 7.5.1 Simple Offers)

Telaura Product Catalog Management System allows associating documents with the offers including operation manuals.

[\[PS TSOM\]](#), 6.3 Setting up Services)

Telaura Churn and Retention Management System supports tasks for validating customer satisfaction at the end of the churn or the retention processes.

[\[PS TCRM\]](#), 5.1.15 Closing Churn&Retention Processes)

4.5.1.4.2 L5: 1.1.1.16.1.4.2 Validate Customer Satisfaction

LEVEL 5 PROCESS MAPPING DETAILS
1.1.1.16.1.4.2 Validate Customer Satisfaction

Brief Description

This process ensures that the customer is satisfied that the solution that was actually delivered meets original or updated expectations and agreements and that the solution is operable by the customer.

AM

Telaura Workforce Management System supports creating customer confirmation task at the end of any business interaction upon configuration to measure customer satisfaction

([\[UG_TWM\]](#), 4.3 Shipment and Installation Workflows)

Extended description

Not used for this process element

4.5.1.4.3 L5: 1.1.1.16.1.4.3 Initialize after-sales processes

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.16.1.4.3 Initialize after-sales processes
<p>Brief Description</p> <p>Initialize after-sales processes (billing and assurance) AM</p> <p>The initialization of billing and assurance processes can be done at any point during business interactions since systems informs the middleware about the status updates of the business interaction instances.</p> <p>([PS_TSOM], 4 About Sales and Order Management)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.5.2 L3: 1.1.1.16.2 - Establish Customer Relationship

4.5.2.1 L4: 1.1.1.16.2.1 - Verify Customer

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.16.2.1 - Verify Customer
<p>Brief Description</p> <p>Verify that the customer is who they claim they are AM</p> <p>Depending on the “party role”, system performs a validation check to match the customer data with the information provided by local authorities’ databases.</p> <p>([PS TCAM], 5.8.1 Customer Identification Process)</p> <p>([PS TCAM], 5.8.1.1 Personal/Corporate Identification Information Step)</p> <p>([PS TCAM], 5.7 Customer Profiles)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.5.2.2 L4: 1.1.1.16.2.2 - Establish New Customer Identity

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.16.2.2 - Establish New Customer Identity
<p>Brief Description</p> <p>Issue a unique Identifier and Authentication information for a new customer without an existing identity AM</p> <p>Telaura Customer and Account Management ensures that a unique identifier is assigned to the customer depending on the type of the customer. This process also prevents creating multiple instances for a customer.</p> <p>([PS TCAM], 5.8.1.1 Personal/Corporate Identification Information Step)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.5.2.3

4.5.2.4 *L4: 1.1.1.16.2.3 - Clean-up & Archive Customer Identifying Information*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.16.2.3 - Clean-up & Archive Customer Identifying Information
<p>Brief Description</p> <p>After termination, provides 'clean-up' duplicates of customer identifying information that may exist within the organization. Profile and preference information for terminated customer relationships is archived if acceptable to the customer. All relevant parties are informed of the ended relationship. Other processes are triggered to dismantle the customer solution and servicing arrangements as necessary. AM</p> <p>Telaura Customer and Account Management manages termination process for the customers and archive the customer data as per service provider's legal obligations.</p> <p>([PS TCAM], 5.8.2 Inactive and Prospect Customers)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.5.2.5 *L4: 1.1.1.16.2.4 - De-duplicate Customer Identity*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.16.2.4 - De-duplicate Customer Identity
<p>Brief Description</p> <p>Merge multiple records from same customer A</p> <p>Telaura Customer and Account Management supports merging multiple instances of a customer if identified.</p> <p>([PS TCAM], 8 Customer Merge Operations)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.5.2.6 *L4: 1.1.1.16.2.5 - Issue Unique Customer ID*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.16.2.5 - Issue Unique Customer ID
Brief Description Ensure only one customer identity exists across the Enterprise. AM Telaura Customer and Account Management system check the customer identifier number depending on the type of the customer and does not allow creating a new customer if there already exist another customer record with the same identifier. ([PS TCAM], 5.8.1.1 Personal/Corporate Identification Information Step)

4.5.2.7 *L4: 1.1.1.16.2.6 - Gather Authentication Information*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.16.2.6 - Gather Authentication Information
<p>Brief Description</p> <p>Gather Authentication Information from the customer. A</p> <p>Telaura Customer and Account Management allows capturing customer related information in the process of creating a new customer.</p> <p>([PS TCAM], 5.8.1 Customer Identification Process)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.5.2.8 *L4: 1.1.1.16.2.7 - Acquire Customer Data*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.16.2.7 - Acquire Customer Data
<p>Brief Description</p> <p>Capture and record all pertinent customer data required for the initiation, realization and deployment of the agreed sales proposal. A</p> <p>Telaura Customer and Account Management support capturing a complete and legal customer information in customer creation process depending on the requirements of the service provider.</p> <p>([PS TCAM], 5.8.1 Customer Identification Process)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.5.3 L3: 1.1.1.16.3 - Re-establish Customer Relationship

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.16.3 - Re-establish Customer Relationship
<p>Brief Description</p> <p>The purpose of this process is to re-establish customer relationship which were suspended or terminated in the past. This process recovers the appropriate customer information along with the past customer interactions and provides them to the operational systems in order to provide continuity in the customer management processes. Pending on the customer status this process performs:</p> <ul style="list-style-type: none">-Change in the status of the customer information in the operational systems-Retrieve customer information from archive systems-Create/Update the retrieved customer information-Restore / retrieve previous customer interactions information" A <p>Telaura Customer and Account Management change the status of a terminated customer to inactive and allow recovery of inactive and archived customers. Customers are recovered with all relational information.</p> <p>([PS TCAM], 5.8.2 Inactive and Prospect Customers)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.5.4 L3: 1.1.1.16.4 - Terminate Customer Relationship

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.16.4 - Terminate Customer Relationship
<p>Brief Description</p> <p>The customer relationship is terminated only if actually appropriate, the wishes of the customer are complied with where possible, records are kept in case the relationship with the customer is re-established, legal and ethical requirements for customer information are complied with. AM</p> <p>Telaura Customer and Account Management manages customer termination by changing status of the customers into inactive and keep the customer data according to the business rules the service provider.</p> <p>([PS TCAM], 5.8.2 Inactive and Prospect Customers)</p> <p>Significant customer life-stage events or business decisions by the Service Provider cause one or both parties to terminate the relationship. A</p> <p>Telaura Customer and Account Management allows triggering of customer termination from both service provider and customer sides.</p> <p>([PS TCAM], 5.8.2 Inactive and Prospect Customers)</p> <p>The need for complete termination of relationships needs to be differentiated from just terminating all services.</p> <p>The principles behind this include the Service Provider ending a relationship only if the customer ceases to exist, or the customer is fraudulent, the Enterprise decides that it no longer wishes to do business with the customer. A</p> <p>Telaura Sales and Order Management triggers different business interactions for service termination and customer level termination.</p> <p>([PS TSOM], 5.1.3 Business Interaction Levels)</p> <p>Telaura Sales and Order Managements Account Level Cancel process updated the customer account status and change the status of the customer to Inactive.</p> <p>([PS TCAM], 5.8.2 Inactive and Prospect Customers)</p> <p>All relevant parties are informed of the ended relationship. Other processes are triggered to dismantle the customer solution and servicing arrangements as necessary. A</p> <p>Telaura Customer and Account Management propagate customer status update to all external systems.</p> <p>([PS TCAM], 5.8.2.1 Transferring the Customer Termination to the Middleware)</p>

4.5.5 Supporting Evidence References (Works Cited)

PS_TCAM	PS_TelauraCustomerandAccountManagement_v5.01.pdf, Product Specification Document for Telaura Customer and Account Management
PS_TSOM	PS_TelauraSalesandOrderManagement_v5 .pdf, Product Specification Document for Telaura Sales and Order Management
PS_TCRM	PS_TelauraChurn&RetentionManagement_v5.pdf, Product Specification Document, Telaura Churn and Retention Management
UG_TWM	FR-PT02.04-R01 Telaura_Workforce Management_v5.pdf, Key User Guide For Telaura Workforce Management System.
PS_TPCM	PS_TelauraProductCatalog_Management_v5.pdf, Product Specification Document for Telaura Product Catalog Management

4.5.6 Customer Management (1.1.1.16) – Conformance Scores

Table 4-5 Customer Management (1.1.1.16) – Conformance Scores

Level 2: 1.1.1.16 - Customer Management [4/4]		
Level 3 Process	Level 4 Process	L4/L3 Process Score
1.1.1.16.1 - Enable Retention & Loyalty		4.88
	1.1.1.16.1.1 - Build Customer Insight	100
	1.1.1.16.1.2 - Analyze & Manage Customer Risk	100
	1.1.1.16.1.3 - Personalize Customer Profile for Retention & Loyalty	100
	1.1.1.16.1.4 - Validate Customer Satisfaction	75
1.1.1.16.2 - Establish Customer Relationship		5.00
	1.1.1.16.2.1 - Verify Customer	100
	1.1.1.16.2.2 - Establish New Customer Identity	100
	1.1.1.16.2.3 - Clean-up & Archive Customer Identifying Information	100
	1.1.1.16.2.4 - De-duplicate Customer Identity	100
	1.1.1.16.2.5 - Issue Unique Customer ID	100
	1.1.1.16.2.6 - Gather Authentication Information	100
	1.1.1.16.2.7 - Acquire Customer Data	100
1.1.1.16.3 - Re-establish Customer Relationship		5.00
1.1.1.16.4 - Terminate Customer Relationship		5.00

4.6 L2: 1.1.1.17 Customer Information Management

4.6.1 L3: 1.1.1.17.1 Create Customer Record

LEVEL 3 PROCESS MAPPING DETAILS

1.1.1.17.1 Create Customer Record

Brief Description

Create a new customer record in the customer inventory. AM

Extended Description

The purpose of this process is to create a new customer record in the customer inventory. This process follows the processes in Establish Customer Relationship that make sure that a single record is created for each customer, and it persists the customer data in the customer inventory. AM

The process of assigning a customer role to the person or party that is going to interact with the company through the acquisition of contact information. A customer role can be assigned to people or parties that had been registered to the system earlier by the customer create function without the need of re-entering the data.

([\[PS_TCAM\]](#), 9.1 Customer and Account Business Interactions)

4.6.2 L3: 1.1.1.17.2 Update Customer Data

LEVEL 3 PROCESS MAPPING DETAILS

1.1.1.17.2 Update Customer Data

Brief Description

Update the customer data in the customer inventory. AM

Extended Description

The purpose of this process is to update the customer data in the customer inventory. This can happen as a result of direct notification from the customer, as a result of information gathered as part of other processes (such as selling and order handling) or as a result of back office processes (such as customer data cleansing) . AM

Telaura Customer and Account Management module enables updating person or party information and forwarding the latter to external systems. The solution partner modules are updated simultaneously when the user updates information within the customer module.

([\[PS_TCAM\]](#), 6.11 Customer and Account Business Interactions)

4.6.3 L3: 1.1.1.17.3 Notify Customer Data Change

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.17.3 Notify Customer Data Change
<p>Brief Description</p> <p>Notify other processes that customer data has been changed AM</p>
<p>Extended Description</p> <p>The purpose of this process is notify other processes that customer data has been changed. Other processes (mostly long-lived processes) might need to know about such changes in order to adapt to such changes. In addition some processes which gather the data for centralized systems (such as Data Warehouse or Master Data Management) should be notified about such changes. AM</p> <p>Telaura Customer and Account Management Module notifies the relevant systems if the customer data changes.</p> <p>([PS_TCAM], 9.1 Customer and Account Business Interactions)</p>

4.6.4 L3: 1.1.1.17.4 Archive Customer Data

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.17.4 Archive Customer Data
<p>Brief Description</p> <p>Archive the customer data. AM</p> <p>Extended Description</p> <p>The purpose of this process is to archive and clean up customer data when it is no longer needed as part of the customer inventory. The information is archived according to the CSP policies and the local regulations. In most cases customer information is not deleted unless this is specifically required by the customer. AM</p> <p>It is possible to archive inactive customers who remained inactive for a certain period of time. However archived customers will not be available for customer search.</p> <p>([PS TCAM], 5.8.2 Inactive and Prospect Customers)</p>

4.6.5 L3: 1.1.1.17.5 Build a unified customer view

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.17.5 Build a unified customer view
<p>Brief Description</p> <p>Create a single customer record from the information stored in multiple systems and present a single, most updated record of the customer information. AM</p>
<p>Extended Description</p> <p>The purpose of this process is to create a single customer record from the information stored in multiple systems and present a single, most updated record of the customer information. This process invokes business rules in order to reconcile the customer data in a single accurate record. This process may be activated immediately upon any update of customer data or may be invoked on request to retrieve the customer data. This process may replicate data from other systems or calculate the unified record on the fly without persisting any customer data. AM</p> <p>Telaura Customer and Account Management allows notifying relevant systems through the middleware, if anything changes on customer data.</p> <p>([PS_TCAM], 9.1 Customer and Account Business Interactions)</p>

4.6.6 Supporting Evidence References (Works Cited)

PS_TCAM

PS_TelauraCustomerandAccountManagement_v5.01.pdf, Product Specification Document for Telaura Customer and Account Management

4.6.7 Customer Information Management (1.1.1.17) – Conformance Scores

Table 4-6 Customer Information Management (1.1.1.17) – Conformance Scores

Level 2: 1.1.1.17 - Customer Information Management [5/5]		
Level 3 Process	Level 4 Process	L4/L3 Process Score
	1.1.1.17.1 - Create Customer Record	5.00
	1.1.1.17.2 - Update Customer Data	5.00
	1.1.1.17.3 - Notify Customer Data Change	5.00
	1.1.1.17.4 - Archive Customer Data	5.00
	1.1.1.17.5 - Build a unified customer view	5.00

4.7 L2: 1.1.1.18 Customer Interaction Management Mapping Details

4.7.1 L3: 1.1.1.18.1 Create Customer Interaction

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.18.1 Create Customer Interaction

Brief Description

Create a record that logs the customer interaction. A

Telaura Sales and Order Management and Telaura Customer Account Management systems creates a business interaction whenever a connection with customer occurs.

Extended description

The purpose of this process is to create a record that logs the customer interaction. The customer interaction can be initiated by the customer or by the enterprise. A

An entry is added to customer interaction history as soon as a connection with customer happens. Evenly, if customer interaction is made outside Telaura CRM Suite, the external system that touched the customer can logs this interaction through calling related Telaura CRM Suite's APIs.

([\[PS TSOM\]](#), 5.1 Business Interactions)

([\[PS TCAM\]](#), 9.2.7 Customer Contact History)

4.7.2 L3: 1.1.1.18.2 Update Customer Interaction

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.18.2 Update Customer Interaction
<p>Brief Description</p> <p>Update the customer interaction. A</p> <p><i>Telaura Sales and Order Management system makes required updates to business interactions.</i></p> <p>Extended description</p> <p>The purpose of this process is to update the customer interaction, typically when additional action is carried out during long-lived interactions. A</p> <p><i>Telaura Sales and Order Management system updates business interactions according order statuses.</i></p> <p>([PS TSOM], 5.1.2 Business Interaction Statuses)</p> <p>When the customer should be notified about the update, this process triggers the Notify Customer process to perform the notification. A</p> <p><i>Telaura Sales and Order Management notifies customer by SMS, email, etc. according to business interaction progress such as when a customer order is completed / failed or a specific event (e.g. when the phone number of a voice product is clear) happens.</i></p> <p>([PS TSOM], 4.1.2.6 Order Customer Notification)</p>

4.7.3 L3: 1.1.1.18.3 Close Customer Interaction

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.18.3 Close Customer Interaction

Brief Description

Close the customer interaction. AM

Telaura Sales and Order Management and Telaura Customer Account Management systems closes business interactions when they are completed.

Extended description

The purpose of this process is to close the customer interaction when both parties agree that the interaction is closed. AM

Telaura Sales and Order Management system closes business interactions when they finish (A). When a customer order completes a customer order verification activity like an outbound customer call can be created to ensure that the customer order is completed from the customer's point of view (M).

([\[PS TSOM\]](#), 5.1.2 Business Interaction Statuses)

4.7.4 L3: 1.1.1.18.4 Log Customer Interaction

LEVEL 3 PROCESS MAPPING DETAILS

1.1.1.18.4 Log Customer Interaction

Brief Description

Record and maintain all information about the customer interaction. **A**

At Telaura Customer Account Management Customer Contact History all details of customer interactions can be viewed.

Extended description

The purpose of this process is to record and maintain all information about the customer interaction. **AM**

System logs all customer business interactions with their related information like create user, create date, sale channel, business interaction status, related products, documents that should be taken from customer, etc. (A)

([\[PS TSOM\]](#), **5.1 Business Interactions**)

Custom information can also be kept through business interaction characteristics. (AM)

([\[PS TSOM\]](#), **5.1.7 Business Interaction Characteristics**)

([\[PS TSOM\]](#), **6.1.8 Setting Up Business Interaction Characteristics**)

This information can be used in future interaction or as input for data analysis processes. **A**

All customer interactions can be tracked and analyzed on customer contact history screen which can be found on customer main page at Telaura Customer Account Management module. Future interactions can be planned according to previous business interactions.

([\[PS TCAM\]](#), **9.2.7 Customer Contact History**)

4.7.5 L3: 1.1.1.18.5 Notify Customer

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.18.5 Notify Customer
<p>Brief Description</p> <p>Notify the customer when interesting events happen. A</p> <p><i>Telaura Sales and Order Management notifies customer according to business interaction progress.</i></p> <p>Extended description</p> <p>The purpose of this process is to notify the customer when events related to existing interactions or to significant customer experience happen. Some notifications can be sent immediately using interactive media (such as SMS, Push to applications, etc.) and other notifications can be sent later using asynchronous media such as mail. A</p> <p><i>Telaura Sales and Order Management notifies customer by SMS, email, etc. according to business interaction progress such as when a customer order is completed / failed or a specific event (e.g. when the phone number of a voice product is clear) happens.</i></p> <p>([PS TSOM], 4.1.2.6 Order Customer Notification)</p> <p>([PS TPCM], 7.5.9 Offer SMS & Email Templates)</p>

4.7.6 L3: 1.1.1.18.6 Track and Manage Customer Interaction

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.18.6 Track and Manage Customer Interaction
<p>Brief Description</p> <p>Ensure that Customer Interactions are managed and tracked efficiently. AM</p> <p><i>Telaura SLA Management tracks and takes necessary actions for customer SLAs.</i></p> <p>Extended description</p> <p>The purpose of this process is to ensure that Customer Interactions are managed and tracked efficiently across all interaction channels in order to meet the agreed SLA with the customer A</p> <p>([PS_TSLA], 4 About Telaura SLA Management)</p> <p>([PS_TSLA], 5.1.1 Defining SLA Offers with SLA Criteria)</p> <p>Responsibilities of these process include but are not limited to:</p> <ul style="list-style-type: none">· Ensure interactions are completed and closed in a timely manner AM <p><i>Telaura SLA Management keeps and monitors customer SLAs to ensure requested KPIs are reached.</i></p> <p>([PS_TSLA], 5.8 Chasing and Reporting SLA)</p> <ul style="list-style-type: none">· Notify the customer when SLA or deadlines can not be met AM <p><i>Notification is made when a customer SLA is broken.</i></p> <p>([PS_TSLA], 5.7 Sending Notifications)</p> <ul style="list-style-type: none">· Track customer responses when these are required AM <p><i>When customer SLAs are not met, calculated amount of money for the time period that KPIs are not satisfied can be paid back to customer.</i></p> <p>([PS_TSLA], 6 Telaura Order Entry Module)</p> <p>([PS_TSLA], 6.1 Telaura SLA Return Process)</p> <ul style="list-style-type: none">· Measure KPIs in order to improve the Interactions efficiency AM <p><i>SLA results can be investigated to discover possible improvement areas.</i></p> <p>([PS_TSLA], 5.8 Chasing and Reporting SLA)</p>

4.7.7 L3: 1.1.1.18.7 Report Customer interaction

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.18.7 Report Customer interaction

Brief Description

Monitor the status of a customer interaction. AM

On Customer Contact History screen all customer business interactions and their details can be viewed.

Extended description

The purpose of this process is to monitor the status of a customer interaction, provide notifications of any changes and provide management report. These processes record, analyze and assess the customer interaction status changes to provide management reports AM

At Customer Contact History in Telaura Customer Account Management system, provides functionality for monitoring progress details of business interactions. Status changes of business interactions can be monitored.

([\[PS TCAM\]](#), 9.2.7 Customer Contact History)

([\[PS TSOM\]](#), 4.1.2.6 Order Customer Notification)

([\[PS TPCM\]](#), 7.5.9 Offer SMS & Email Templates)

and any specialized summaries of the efficiency and effectiveness of the overall Customer Interaction Management process. These specialized summaries could be specific reports required by specific customers. M

Custom reports inspired by current reports can be generated according to the needs.

([\[PS TCAM\]](#), 9.2.7 Customer Contact History)

4.7.8 L3: 1.1.1.18.8 Authenticate User

LEVEL 3 PROCESS MAPPING DETAILS

1.1.1.18.8 Authenticate User

Brief Description

Authenticate the person involved in the interaction. AM

Telaura Customer Account Management contains functionality to make sure that a customer who is making a request is the original customer by asking him some security verification questions.

Extended description

The purpose of this process is to authenticate the person involved in the interaction from the customer side. In self service channels the user may need to login in order to authenticate himself, in other channels the user may need to answer identity verification questions. AM

A customer is validated for being the original customer via security questions. If the customer do not answer the security questions correctly customer's business interaction is not proceeded. This configuration is made at Security Verification Configuration of Telaura System Management module according to business interaction specifications. The security verification step can be bypassed if the customer is calling from the phone number recorded in his customer communication information.

In self-service channels customer is required to login his credentials.

([\[PS TSM\]](#), 5.12 Security Verification Configuration)

4.7.9 L3: 1.1.1.18.9 - Customer Interface Management

4.7.9.1 L4: 1.1.1.18.9.1 - Manage Contact

4.7.9.1.1 L5: 1.1.1.18.9.1.1 Identify Contact

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.18.9.1.1 Identify Contact
<p>Brief Description</p> <p>deals with the identification of the contact AM</p> <p><i>Business interactions specifications can be authorized according to system user roles and sale channel. If Telaura CRM Suite user does not have permission, he cannot perform the business interaction.</i></p> <p>([PS TSOM], 6.1.1 Setting Up Business Interactions and Sales Channels)</p> <p>([PS TSOM], 6.1.2 Setting Up Business Interactions and User Roles)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.7.9.1.2 L5: 1.1.1.18.9.1.2 Develop Contact

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.18.9.1.2 Develop Contact
<p>Brief Description</p> <p>deals with development, enhancement and update of the contact AM</p> <p><i>Telaura Sales and Order Management and Telaura Customer Account Management systems creates a business interaction whenever a connection with customer occurs. When a customer order is placed a related business interaction record is automatically created. When any other customer contact, such as updating a customer address or querying quota usage, is made a relevant business interaction record is automatically created too. When a business interaction occurs related information is requested from the user of Tealura CRM Suite and, if needed, the requested information is validated.</i></p> <p>([PS TCAM], 9 Telaura Customer Interface Management)</p> <p>([PS TSOM], 5.1 Business Interactions)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.7.9.2 **L4: 1.1.1.18.9.2 - Manage Request (Including Self Service)**

4.7.9.2.1 L5: 1.1.1.18.9.2.1 Handle Request

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.18.9.2.1 Handle Request
<p>Brief Description</p> <p>receives the request and either enables its originator to automatically fulfill it, or identifies and activates the opportune process to accomplish the request A</p> <p><i>All customer requests result in creation of business interaction instance. Some specific requests like new sale, cancel product, tax exemption, etc. also cause an order to be created. A customer new sale order can be continued later by the user who creates it or another user who has the right to continue it.</i></p> <p>([PS TSOM], 4 About Sales and Order Management)</p> <p>([PS TSOM], 4.1 The Order Management Lifecycle)</p> <p>([PS TSOM], 5.1 Business Interactions)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.7.9.2.2 L5: 1.1.1.18.9.2.2 Provide Request Status

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.18.9.2.2 Provide Request Status
<p>Brief Description</p> <p>manages the status of the request and is able to provide status information at any moment in which the request is active A</p> <p><i>Business interaction and order statuses are managed by Telaura CRM Suite.</i></p> <p>([PS TSOM], 5.2.1 Order Statuses)</p> <p>([PS TSOM], 5.2.2.1 Order Item Statuses)</p> <p>([PS TSOM], 5.1.2 Business Interaction Statuses)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.7.9.2.3 L5: 1.1.1.18.9.2.3 Close Request

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.18.9.2.3 Close Request
<p>Brief Description</p> <p>formally closes the request when all related activities have been terminated A</p> <p><i>Orders and business interactions are closed when all related activities are completed.</i></p> <p>([PS TSOM], 4.1.2.5 Order Closure)</p> <p>([PS TSOM], 5.1.2 Business Interaction Statuses)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.7.9.3 *L4: 1.1.1.18.9.3 - Analyze & Report on Customer*

4.7.9.3.1 L5: 1.1.1.18.9.3.1 Analyze Customer Requests & Contacts

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.18.9.3.1 Analyze Customer Requests & Contacts
<p>Brief Description</p> <p>perform all necessary analysis on closed (completed or unfulfilled) requests and on customer contacts AM</p> <p><i>Order reports can be used to analyze orders.</i></p> <p>([PS TRM], 5.7 Sales and Orders Reports)</p> <p><i>Customer contact history can be used to monitor business interaction statuses.</i></p> <p>([PS TCAM], 9.2.7 Customer Contact History)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.7.9.3.2 L5: 1.1.1.18.9.3.2 Report Customer Requests & Contacts

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.18.9.3.2 Report Customer Requests & Contacts
<p>Brief Description</p> <p>Generates related reports, to be utilized for process improvement activities, proactive problems prevention, up-sell opportunities definition, etc. AM</p> <p><i>Order reports can be used to utilize processes. Custom reports can be generated.</i></p> <p>([PS TRM], 5.7 Sales and Orders Reports)</p> <p><i>Customer contact history can be monitored to see up-sell, new sale or other opportunities for a customer. Custom reports can be generated.</i></p> <p>([PS TCAM], 9.2.7 Customer Contact History)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.7.9.4 L4: 1.1.1.18.9.4 - Mediate & Orchestrate Customer Interactions

4.7.9.4.1 L5: 1.1.1.18.9.4.1 Identify Customer Interactions Data Formats

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.18.9.4.1 Identify Customer Interactions Data Formats
<p>Brief Description</p> <p>Performs identification of the necessary data formats to be sent externally. Increasingly transactions with external parties (e.g. customers using RosettaNet or Web Services standards) will need to conform to message and data formats defined by third parties or third party organizations. The actual agreement between the parties to use specific interaction standards is part of the Support Customer Interface Management and Support Selling L3s. AM</p> <p><i>Telaura CRM Suite enriches and sends all orders and business interactions with all related data (e.g. customer information, products, etc.) in XML format to middleware via APIs. (A)</i></p> <p>([PS TSOM], 4.1.2.1 Order Enrichment)</p> <p>([PS TCAM], 9.1 Customer and Account Business Interactions)</p> <p><i>Middleware then performs necessary actions for provisioning services and informing external systems about the transaction. Middleware makes necessary mappings and conversions to Telaura CRM Suite's transaction data to make them understandable by external systems. (M)</i></p>

([\[PS TSOM\]](#), 4.1.2.2 Order Decomposition)

([\[PS TCAM\]](#), 9.1 Customer and Account Business Interactions)

Extended description

Not used for this process element

4.7.9.4.2 L5: 1.1.1.18.9.4.2 Orchestrate Customer Interactions

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.18.9.4.2 Orchestrate Customer Interactions
<p>Brief Description</p> <p>Where required, orchestrates interactions with external parties so that messages and transactions are undertaken with defined and agreed orchestration for message exchange. A</p> <p><i>Telaura CRM Suite publishes all business interactions and orders to external systems via middleware's APIs.</i></p> <p>([PS TSOM], 4.1.2.1 Order Enrichment)</p> <p>([PS TCAM], 9.1 Customer and Account Business Interactions)</p> <p>([PS TSOM], 5.1 Business Interactions)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.7.9.4.3 L5: 1.1.1.18.9.4.3 Mediate Customer Interactions

LEVEL 5 PROCESS MAPPING DETAILS 1.1.1.18.9.4.3 Mediate Customer Interactions
<p>Brief Description</p> <p>Manages conversion of externally received messages into the required internal enterprise formats, based on the specific transaction type and involved external party. AM</p> <p><i>Middleware can make necessary conversions to fit external systems' messages to Telaura CRM Suite's interfaces.</i></p> <p>([PS TCAM], 9.1 Customer and Account Business Interactions)</p> <p>([PS TSOM], 4.2 Accepting Orders From External Systems)</p>

Extended description

Not used for this process element

4.7.10 Supporting Evidence References (Works Cited)

PS_TSOM	PS_TelauraSalesandOrderManagement_v5.pdf, Product Specification Document for Telaura Sales and Order Management
PS_TCAM	Product Specification Document for Telaura Customer and Account Management
[PS_TPCM]	PS_TelauraProductCatalog_Management_v5.pdf, Product Specification Document for Telaura Product Catalog Management
[PS_TSLA]	PS_TelauraSLAManagement_v5.pdf, Product Specification Document for Telaura SLA Management
[PS_TSM]	PS_TelauraSystemConfiguration_v5.pdf, Product Specification Document for Telaura System Management
[PS_TRM]	PS_TelauraReportingManagement_v5.pdf, Product Specification Document for Telaura Reporting Management

4.7.11 Customer Interaction Management (1.1.1.18) - Conformance Results

Table 4-7 Customer Interaction Management (1.1.1.18)

Level 2: 1.1.1.18 - Customer Interaction Management [9/9]			
Level 3 Process	Level 4 Process		L4/L3 Process Score
1.1.1.18.1 - Create Customer Interaction			5.00
1.1.1.18.2 - Update Customer Interaction			5.00
1.1.1.18.3 - Close Customer Interaction			5.00
1.1.1.18.4 - Log Customer Interaction			5.00
1.1.1.18.5 - Notify Customer			5.00
1.1.1.18.6 - Track and Manage Customer Interaction			5.00
1.1.1.18.7 - Report Customer Interaction			4.00
1.1.1.18.8 - Authenticate User			5.00
1.1.1.18.9 - Customer Interface Management			4.92
	1.1.1.18.9.1 - Manage Contact		100
	1.1.1.18.9.2 - Manage Request (Including Self Service)		100
	1.1.1.18.9.3 - Analyze & Report on Customer		100
	1.1.1.18.9.4 - Mediate & Orchestrate Customer Interactions		83

4.8 L2: 1.1.2.2 Service Configuration & Activation Mapping Details

4.8.1 L3: 1.1.2.2.1 - Design Solution

4.8.1.1 L4: 1.1.2.2.1.1 Develop Overall Service Design

LEVEL 4 PROCESS MAPPING DETAILS 1.1.2.2.1.1 Develop Overall Service Design
<p>Brief Description</p> <p>Develop an overall service solution design for a particular customer, AM</p> <p><i>Telaura Lead and Feasibility Management System handles feasibility processes like planning, risk management, costs, infrastructure and CPE requirements for a customer specific service. The processes are invoked in the Feasibility Processes of the Telaura Lead and Feasibility Management System.</i></p> <p>([PS_TLM], 8 Lead Feasibility Process)</p> <p>including customer premises equipment, AM</p> <p>([PS_TLM], 8.1.1 Stage 1: Planning)</p> <p>operational methods, resource assignments AM</p> <p>([PS_TLM], 7 Lead Life Cycle Management)</p> <p>and pre-order feasibility; M</p> <p><i>Feasibility Processes are handled by Telaura Lead and Feasibility System. This process supports invoking SM&O processes manually after the identification of technical solution.</i></p> <p>([PS_TLM], 8 Lead Feasibility Process)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.8.1.2 L4: 1.1.2.2.1.2 Develop Service Implementation Plan

LEVEL 4 PROCESS MAPPING DETAILS 1.1.2.2.1.2 Develop Service Implementation Plan
<p>Brief Description</p> <p>Develop an implementation plan considering training and operational support measures and needs, such as the proper parameter information for the Service Quality Management process; AM</p>

Telaura Lead and Feasibility Management System's feasibility assessment process includes planning and scheduling the effort and resources necessary for meeting the customer's requirements. The KPIs should be delivered to Service Quality Management processes manually.

([\[PS_TLM\]](#), 7 Lead Life Cycle Management)

· Consideration of current and future service and underlying resources infrastructure; AM

([\[PS_TLM\]](#), 8.1.3 Stage 3: Infrastructure)

as well as expected solution results, budget, duration and risks; AM

([\[SS_FCS\]](#), Feasibility Confirmation Screen)

([\[EX_MEF\]](#), Example Feasibility Excel Sheet)

([\[SS_MEF_1\]](#), Feasibility Excel Screenshot)

· Consideration of the time schedule according with customer requirements; AM

([\[PS_TLM\]](#), 8.1.1 Stage 1: Planning)

· Ensure service and provisioning efficiency; AM

· Undertaking a business assessment, ensuring an appropriate time-to-revenue as a result of the service and underlying resource investment; AM

([\[SS_MEF_2\]](#), Feasibility Excel Screenshot)

Extended description

Not used for this process element

4.8.1.3 *L4: 1.1.2.2.1.3 Develop Detailed Service Design*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.2.2.1.3 Develop Detailed Service Design
<p>Brief Description</p> <p>Develop a detailed design identifying the relevant service orders to be issued to the Implement, Configure & Activate Service process and the Allocate Specific Service Parameters to Services processes; AM</p> <p>([SS_MEF_2], Feasibility Excel Screenshot)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.8.2 L3: 1.1.2.2.2 - Allocate Specific Service Parameters to Services

4.8.2.1 L4: 1.1.2.2.2.1 Determine Service Parameter Availability

LEVEL 4 PROCESS MAPPING DETAILS 1.1.2.2.2.1 Determine Service Parameter Availability
<p>Brief Description</p> <p>Where the Allocate Specific Service Parameters to Services processes are requested by a pre-feasibility service order, or by the Design Services processes, these processes determine whether the requested service parameters are available. AM</p> <p><i>The services may be designed for designing customer specific services following feasibility processes. This step is mandatory before converting a feasibility data into an order. If the service characteristics and their validators are configured, it is possible to make a service availability check before placing any order.</i></p> <p>([PS TSOM], 6.6 Setting up Product Characteristics)</p>
<p>Extended description</p> <p>Not used for this process element</p>

4.8.2.2 L4: 1.1.2.2.2.2 Reserve Service Parameters

LEVEL 4 PROCESS MAPPING DETAILS 1.1.2.2.2.2 Reserve Service Parameters
<p>Brief Description</p> <p>Depending on business rules, and on any specific levels of commitment contained in the initiating service order or service design request, these processes may reserve specific service parameters linked to the initiating service order or service design request for a period of time A</p> <p><i>Telaura Sales and Order Management System makes a reservation call to the Product and Catalog Management System at the order entry phase of the order management system.</i></p> <p>([PS TPCM], 6.1.2.1 Validator Set up)</p>
<p>Extended description</p> <p>Not used for this process element</p>

4.8.2.3 *L4: 1.1.2.2.2.3 Release Service Parameter*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.2.2.2.3 Release Service Parameter
<p>Brief Description</p> <p>Release the reservation when the time period has expired. A</p> <p><i>Sales and Order Management, in case of the cancellation of the order, send a release call to Product and Catalog Management System regarding services in the customer order.</i></p> <p>([PS_TPCM], 6.1.2.1 Validator Set up)</p>
<p>Extended description</p> <p>Not used for this process element</p>

4.8.2.4 *L4: 1.1.2.2.2.4 Allocate Service Parameters*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.2.2.2.4 Allocate Service Parameters
<p>Brief Description</p> <p>Where the Allocate Specific Service Parameters to Services processes are requested by a service order issued in response to a confirmed customer order, this process is responsible for allocating the specific service parameters required to satisfy the initiating service order. Any previously reserved specific service parameters are marked as allocated. AM</p> <p><i>Depending on the validators associated with them, service characteristics are updated by Telaura Product Catalog Management system as 'reserved' in the service activation process.</i></p> <p>([PS_TPCM], 6.1.2.1 Validator Set up)</p>
<p>Extended description</p> <p>Not used for this process element</p>

4.8.3 L3: 1.1.2.2.3 - Track & Manage Service Provisioning (Not Assessed)

This process was not submitted for assessment.

4.8.4 L3: 1.1.2.2.4 - Implement, Configure & Activate Service (Not Assessed)

This process was not submitted for assessment.

4.8.5 L3: 1.1.2.2.5 - Test Service End-to-End (Not Assessed)

This process was not submitted for assessment.

4.8.6 L3: 1.1.2.2.7 - Issue Service Orders (Not Assessed)

This process was not submitted for assessment.

4.8.7 L3: 1.1.2.2.8 - Report Service Provisioning (Not Assessed)

This process was not submitted for assessment.

4.8.8 L3: 1.1.2.2.9 Close Service Order

LEVEL 3 PROCESS MAPPING DETAILS

1.1.2.2.9 Close Service Order

Brief Description

Close a service order when the service provisioning activities have been completed. A

When service activation processes are done Middleware updates the status of the order as completed.

([\[PS TSOM\]](#), 4.1.2.3 Service Activation)

([\[PS TSOM\]](#), 4.1.2.5 Order Closure)

Extended description

The objective of the Close Service Order processes is to close a service order when the service provisioning activities have been completed. These processes monitor the status of all open service orders, and recognize that a service order is ready to be closed when the status is changed to completed. A

Telaura Sales and Order Management updates the order status as completed when all provisioning activities are finished at middleware.

([\[PS TSOM\]](#), 5.2.1 Order Statuses)

([\[PS TSOM\]](#), 4.1.2.5 Order Closure)

4.8.9 L3: 1.1.2.2.10 - Recover Service

4.8.9.1 L4: 1.1.2.2.10.1 Develop Service Recovery Plan

LEVEL 4 PROCESS MAPPING DETAILS 1.1.2.2.10.1 Develop Service Recovery Plan
<p>Brief Description</p> <p>Where appropriate recovery plans are not available this process is responsible for developing appropriate recovery plans. AM</p> <p><i>Telaura Product and Catalog Management System supports creating recovery plans by service specification, service relations and service characteristics configurations. Service specification allows defining the network the service is running so that Telaura Sales and Order Management System sends related service orders to their platforms. Dependent Service Configuration is used for marking services as dependent service. These services are cancelled if a cancel order is given to their parent services.</i></p> <p>([PS TSOM], Table 15: Service Specification Configuration)</p> <p><i>Service-Service Relations are used for establishing relations like ‘requires’ or ‘excludes’ between services. These definitions may have impacts on service cancellation. (For example if a required service may not be allowed to be cancelled by itself)</i></p> <p><i>Order handling processes use service-service, service-resource relations or product dependencies defined in the product catalog to create the termination orders (or any kind of order regarding the products). Product Catalog allows associating provision flows for termination of services (service-business interaction relations). For example, if product A is a dependent product that requires product B(service-service or product-service relations), in case a termination request for the product B, order management system automatically creates a termination order for product A too, and calls termination flows for both underlying services. Also, if the dependent product is an equipment belongs to the operator, system supports triggering a workflow for collecting the equipment from customer site.</i></p> <p>([PS TSOM], 6.3.2 Relations Between Services and Resources)</p> <p>([PS TSOM], Table 17: Service-Business Interaction Configuration)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.8.9.2 **L4: 1.1.2.2.10.2 Provide Service Recovery Proposal Notification**

LEVEL 4 PROCESS MAPPING DETAILS 1.1.2.2.10.2 Provide Service Recovery Proposal Notification
<p>Brief Description</p> <p>Where recovery of services is likely to impact other in-use specific services, this process is responsible for providing appropriate notification of the recovery proposal and ensuring authorization is received to proceed with the recovery plan. AM</p> <p><i>Once a service is cancelled depending on the service-service or service-resource relations or related service instances are included in the cancellation order.</i></p> <p>([PS TSOM], Table 15: Service Specification Configuration)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.8.9.3 **L4: 1.1.2.2.10.3 Request Service Recovery Authorization**

LEVEL 4 PROCESS MAPPING DETAILS 1.1.2.2.10.3 Request Service Recovery Authorization
<p>Brief Description</p> <p>Ensure authorization is received to proceed with the recovery plan. AM</p> <p><i>Once a service is cancelled depending on the service-service or service-resource relations or related service instances are included in the cancellation order.</i></p> <p>([PS TSOM], Table 15: Service Specification Configuration)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.8.9.4 **L4: 1.1.2.2.10.4 Commence Service Recovery**

LEVEL 4 PROCESS MAPPING DETAILS 1.1.2.2.10.4 Commence Service Recovery
<p>Brief Description</p>

When the recovery activity is about to commence, these processes are responsible for notifying when recovery work is commencing and when it is completed. A

Cancel orders are managed and tracked by Telaura Sales and Order Management. Telaura Product Catalog Management is informed by Telaura Sales and Order Management when the product inventory should be updated in the order lifecycle during any type of order (including cancellation order).

Order handling processes use service-service, service-resource relations or product dependencies defined in the product catalog to create the termination orders (or any kind of order regarding the products).

([\[PS TSOM\]](#), 4.1.1.4 Product Configuration and Provision Step)

([\[PS TSOM\]](#), 4.1.2.5 Order Closure)

([\[SS TO\]](#), Cancel Order Screen Shot)

Extended description

Not used for this process element

4.8.9.5 L4: 1.1.2.2.10.5 Complete Service Recovery

LEVEL 4 PROCESS MAPPING DETAILS 1.1.2.2.10.5 Complete Service Recovery

Brief Description

This process is responsible for notifying when it is completed. A

In all types of orders (including cancellation orders) Telaura Sales and Order Management informs Telaura Product Catalog Management about the completion of the order.

([\[PS TSOM\]](#), 4.1.2.5 Order Closure)

When recovered, the specific services and/or associated service specific parameters will be marked as unallocated. AM

Depending on the validators associated with them, service characteristics are updated by Telaura Product Catalog Management system as 'released' or 'free'

([\[PS TPCM\]](#), 6.1.2.1 Validator Set up)

Extended description

Not used for this process element

4.8.10 Supporting Evidence References (Works Cited)

PS_TSOM	Product Specification Document for Telaura Sales and Order Management
[PS_TPCM]	PS_TelauraProductCatalog_Management_v1.0.0.pdf, Product Specification Document for Telaura Product Catalog Management
PS_TLM	PS_TelauraLead&Feasibility Management_v1.pdf.pdf, Product Specification Document for Telaura Lead Management
SS_FCS	Feasibility_Confirmation_Screen.jpg, Telaura Lead and Feasibility Management System, Feasibility Confirmation Screen Capture
EX_MEF	MetroEthernetFeasibility.xlsx, A sample feasibility assesment project for metro ethernet service.
[SS_MEF_1]	Excel_Sheet_Translation_1.jpg, The screenshot from the excel sheet [EX_MEF]
[SS_MEF_2]	Excel_Sheet_Translation_2.jpg, The screenshot from the excel sheet [EX_MEF]
[SS_ANFT]	Adding_New_Feasibility_Template.jpg, Screen shot from Telaura Lead and Feasibility Management System
PS_TWOM	PS_TelauraWorkOrganizationManagement_v1.0.0.pdf, Product Specification Document for Telaura Work Organization Management System.
SS_TO	TerminationOrder.jpg, Secreenshot from Telaura Sales and Order Management Cancel Order GUI.

4.8.11 Service Configuration & Activation (1.1.2.2) – Conformance Scores

Table 4-8 Service Configuration & Activation (1.1.2.2) – Conformance Scores

Level 2: 1.1.2.2 - Service Configuration & Activation [3/9]		
Level 3 Process	Level 4 Process	L4/L3 Process Score
1.1.2.2.1 - Design Solution		5.00
	1.1.2.2.1.1 - Develop Overall Service Design	100
	1.1.2.2.1.2 - Develop Service Implementation Plan	100
	1.1.2.2.1.3 - Develop Detailed Service Design	100
1.1.2.2.2 - Allocate Specific Service Parameters to Services		5.00
	<i>1.1.2.2.3 - Track & Manage Service Provisioning</i>	<i>N/A</i>
	<i>1.1.2.2.4 - Implement, Configure & Activate Service</i>	<i>N/A</i>
	<i>1.1.2.2.5 - Test Service End-to-End</i>	<i>N/A</i>
	<i>1.1.2.2.7 - Issue Service Orders</i>	<i>N/A</i>
	<i>1.1.2.2.8 - Report Service Provisioning</i>	<i>N/A</i>
1.1.2.2.9 - Close Service Order		5.00
1.1.2.2.10 - Recover Service		5.00
	1.1.2.2.10.1 - Develop Service Recovery Plan	100
	1.1.2.2.10.2 - Provide Service Recovery Proposal Notification	100
	1.1.2.2.10.3 - Request Service Recovery Authorization	100
	1.1.2.2.10.4 - Commence Service Recovery	100
	1.1.2.2.10.5 - Complete Service Recovery	100

4.9 L2: 1.1.3.2 - Resource Provisioning

4.9.1 L3: 1.1.3.2.1 - Allocate & Install Resource

4.9.1.1 L4: 1.1.3.2.1.1 - Determine Resource Availability

LEVEL 4 PROCESS MAPPING DETAILS 1.1.3.2.1.1 Determine Resource Availability

Brief Description

This process investigates the ability to be able to satisfy specific service orders as a part of a feasibility check. AM

Investigating the order feasibility is a responsibility of Telaura Sales and Order Management. According the service-resource specifications and characteristic configuration done in Telaura Product Catalog Management System, Sales and Order Management performs required validations and availability checks during the order entry.

1. *Configuring Service-Resource Relations*
([PS TSOM], 6.3.2 Relations Between Services and Resources)
2. *Configuring Service & Resource Specifications*
([PS TSOM], Table 15: Service Specification Configuration)
([PS TPCM], 7.2 Down to Up Product Offering Creation derived from Service Specs)
([PS TPCM], 7.3 Down to Up Product Offering Creation derived from Resource Specs)
3. *Assigning service characteristics to services & products*
([PS TPCM], 7.4 Product Specifications)
4. *Assigning Validators and Providers to Characteristics*
([PS TPCM], 7.4 Product Specifications)
([PS TPCM], 6.1.2.1 Validator Set up)
([PS TSOM], 6.6 Setting up Product Characteristics)

Where the Allocate & Install Resource processes are requested by a pre-feasibility resource order, or by the Design Resources processes, these processes determine whether the requested resources are available. AM

Telaura Sales and Order Management system checks if the services in the order have all required resources either in the order or among the existing products of the customer depending on the service-resource relations defined in Telaura Product Catalog Management System.

Telaura Product and Catalog Management System allows associating validators with the products. The validators are invoked in and may be used to call external systems to validate the availability of the resources. (For example a geographic number can be checked from a number inventory)

([PS TPCM], 6.1.2 Validators)

([PS TPCM], 6.1.2.1 Validator Set up)

([PS TPCM], 7.2.1.2 Service Spec - Resource Spec Relationships)

([\[PS TSOM\]](#), 4.1.1.4 Product Configuration and Provision Step)

Extended description

Not used for this process element

4.9.1.2 L4: 1.1.3.2.1.2 - Reserve Resource

LEVEL 4 PROCESS MAPPING DETAILS

1.1.3.2.1.2 Reserve Resource

Brief Description

This process reserves specific resources in response to issued resource orders. AM

Validators and Providers are used to make necessary checks and reservations in the order entry phase. If there is a specific resource like number, CPE, port, etc., a CPE characteristic (for example) should be associated with a provider, which in the order entry time will invoke a function to get a serial number for the CPE inventory/warehouse system if available. If not, validator will return a (error) message to inform the user. When a validator is not satisfied, Telaura Sales and Order Management does not allow proceeding with the order (this configuration is optional, it is possible to place the order even if there is not available resources, assuming the CSP will provide the required CPE at a later step of the order handling like shipment or installation time). Depending on the validator configuration, the handler will reserve the allocated item.

([PS_TPCM], 6.1.2.1 Validator Set up)

([PS_TSOM], 6.6 Setting up Product Characteristics)

Depending on business rules, and on any specific levels of commitment contained in the initiating resource order or resource design request, these processes may reserve specific resources linked to the initiating resource order or resource design request for a period of time A

Telaura Sales and Order Management System makes a reservation call in the product configuration and provisioning phase of the order entry. This reservation will remain until the order is placed or cancelled or rejected manually or expired automatically depending the order expiration date configured in the system.

([PS_TSOM], 5.2 Customer and Service Orders)

([PS_TSOM], Table 8: Order Statuses)

([PS_TSOM], 6.1 Setting up Business Interactions)

([PS_TSOM], Table 10: Business Interaction vs. Sales Channel Configuration)

Extended description

Not used for this process element

4.9.1.3 L4: 1.1.3.2.1.3 - Release Resource

LEVEL 4 PROCESS MAPPING DETAILS 1.1.3.2.1.3 Release Resource
<p>Brief Description</p> <p>Release the reservation when the time period has expired. A</p> <p><i>Telaura Sales and Order Management System makes a reservation call in the product configuration and provisioning phase of the order entry. This reservation will remain until the order is placed or cancelled or rejected manually or expired automatically depending the order expiration date configured in the system.</i></p> <p>([PS TSOM], 5.2 Customer and Service Orders)</p> <p>([PS TSOM], Table 8: Order Statuses)</p> <p>([PS TSOM], 6.1 Setting up Business Interactions)</p> <p>([PS TSOM], Table 10: Business Interaction vs. Sales Channel Configuration)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.9.1.4 L4: 1.1.3.2.1.4 - Allocate Resource

LEVEL 4 PROCESS MAPPING DETAILS 1.1.3.2.1.4 Allocate Resource
<p>Brief Description</p> <p>This process allocates specific resources in response to issued resource orders AM</p> <p><i>Validators and Providers are used to make necessary checks and reservations in the order entry phase. If there is a specific resource like number, CPE, port, etc., a CPE characteristic (for example) should be associated with a provider, which in the order entry time will invoke a function to get a serial number for the CPE inventory/warehouse system if available. If not, validator will return a (error) message to inform the user. When a validator is not satisfied, Telaura Sales and Order Management does not allow proceeding with the order (this configuration is optional, it is possible to place the order even if there is not available resources, assuming the CSP will provide the required CPE at a later step of the order handling like shipment or installation time). Depending on the validator configuration, the handler will reserve the allocated item.</i></p> <p>([PS TPCM], 6.1.2.1 Validator Set up)</p> <p>([PS TSOM], 6.6 Setting up Product Characteristics)</p> <p>Where the Allocate & Install Resource processes are requested by a resource order issued in response to a confirmed customer order, this process is responsible for allocating the specific resources required to satisfy the initiating resource order. Any previously reserved specific resources are marked as allocated. A</p> <p><i>When Telaura Sales and Order Management system invokes a handler of a validator (or a provider), Telaura Product and Catalog Management system marks those resources as 'reserved' depending on the configuration of the validator. When the order is completed successfully the status of the resource is updated as 'allocated'. If the order is rejected, cancelled or expired at quote step, the resource status will be updated as 'free'</i></p> <p>([PS TPCM], 6.1.2 Validators)</p> <p>([PS TSOM], 6.6 Setting up Product Characteristics)</p> <p>([PS TSOM], Table 19: Characteristic Configuration)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.9.1.5 *L4: 1.1.3.2.1.5 - Install and Commission Resource*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.3.2.1.5 Install and Commission Resource
<p>Brief Description</p> <p>This process is responsible for installing and commissioning specific resources, and updating the resource inventory as part of these processes AM</p> <p><i>Telaura Sales and Order Management triggers an installation and/or shipment task flow to the order handling processes depending on the configurations of services, resources or products at Telaura Product Catalog Management.</i></p> <p>([PS_TPCM], 7.4 Product Specifications)</p> <p>([PS_TSOM], Table 20: Simple Offer Configuration)</p> <p>([PS_TSOM], 5.2.2 Order Items)</p> <p>([PS_TSOM], 6.1.1 Setting Up Business Interactions and Sales Channels)</p> <p><i>After the completion of the order, System supports configuring a commission flow if the task is performed by a supplier/partner.</i></p> <p>([UG_TWM], 4.3.1 Installation Workflow)</p> <p>([PS_TSOM], 4.1.2.5 Order Closure)</p> <p>Where installation of the specific resources requires an upfront major resource infrastructure, the installation of both the resource infrastructure and specific resources may be undertaken under the control of the Support Resource Provisioning processes.</p>

4.9.2 L3: 1.1.3.2.2 - Configure & Activate Resource (Not Assessed)

This process was not submitted for assessment.

4.9.3 L3: 1.1.3.2.3 - Test Resource (Not Assessed)

This process was not submitted for assessment.

4.9.4 L3: 1.1.3.2.5 - Track & Manage Resource Provisioning (Not Assessed)

This process was not submitted for assessment.

4.9.5 L3: 1.1.3.2.6 - Report Resource Provisioning (Not Assessed)

This process was not submitted for assessment.

4.9.6 L3: 1.1.3.2.7 - Close Resource Order (Not Assessed)

This process was not submitted for assessment.

4.9.7 L3: 1.1.3.2.8 - Issue Resource Orders (Not Assessed)

This process was not submitted for assessment.

4.9.8 L3: 1.1.3.2.9 - Recover Resource

4.9.8.1 L4: 1.1.3.2.9.1 Develop Resource Recovery Plan

LEVEL 4 PROCESS MAPPING DETAILS 1.1.3.2.9.1 Develop Resource Recovery Plan
<p>Brief Description</p> <p>Where appropriate recovery plans are not available this process is responsible for developing appropriate recovery plans. AM</p> <p>.</p> <p><i>Order handling processes use service-resource relations or resource dependencies defined in Telaura Product Catalog Management to create the termination orders (or any kind of order regarding the resources). Product Catalog allows associating provision flows for termination of resources (resource-business interaction relations). For example, if service A requires a resource B, in case a termination request for the service A, order management system automatically creates a termination order for resource A too, and calls termination flows for both. Also, if the resource is an equipment belongs to the operator, system supports triggering a workflow for collecting the equipment from customer site.</i></p> <p>([PS_TPCM], 5.3 Resource Specification)</p> <p>([PS_TSOM], 6.3.2 Relations Between Services and Resources)</p> <p>([SS_RBIR], Resource-Business Interaction Relation Definition Screen)</p>

4.9.8.2 *L4: 1.1.3.2.9.2 - Provide Resource Recovery Proposal Notification*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.3.2.9.2 Provide Resource Recovery Proposal Notification
<p>Brief Description</p> <p>Where recovery of services is likely to impact other in-use specific services, this process is responsible for providing appropriate notification of the recovery proposal. AM</p> <p><i>Telaura Product and Catalog Management System supports creating recovery plans by resource specification, service-resource relations and resource characteristics configurations. If the services are cancelled, all the resources required to run the service are cancelled too. If the resources are connected to one or more services, product configuration and business interaction rules can be defined in the rule engine of Telaura Sales and Order Management.</i></p> <p>([PS_TPCM], 7.3 Down to Up Product Offering Creation derived from Resource Specs)</p> <p>([PS_TSOM], 7.1 Rule Types)</p> <p>([PS_TSOM], 6.1.1 Setting Up Business Interactions and Sales Channels)</p> <p><i>Service-Resource Relations are used for establishing relations like ‘requires’ or ‘excludes’ between services and resources. Once a service is cancelled depending on the service-service or service-resource relations or related resource instances are included in the cancellation order. A resource is updated as ‘Free’ after the cancellation order is completed if a Cancel Type validator is associated with it.</i></p> <p>([PS_TSOM], 6.3.2 Relations Between Services and Resources)</p> <p>([PS_TPCM], 5.3 Resource Specification)</p> <p>([PS_TPCM], 6.1.2.1 Validator Set up)</p>

4.9.8.3 *L4: 1.1.3.2.9.3 - Request Resource Recovery Authorization*

LEVEL 4 PROCESS MAPPING DETAILS 1.1.3.2.9.3 Request Resource Recovery Authorization
<p>Brief Description</p> <p>Ensure authorization is received to proceed with the recovery plan. AM</p> <p><i>In Telaura Sales and Order Management it is also possible to invoke an order approval workflow prior to the order fulfillment.</i></p> <p>([PS TSOM], 6.1.1 Setting Up Business Interactions and Sales Channels)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.9.8.4 *L4: 1.1.3.2.9.4 - Commence Resource Recovery*

LEVEL 4 PROCESS MAPPING DETAILS
1.1.3.2.9.4 Commence Resource Recovery

Brief Description

When the recovery activity is about to commence, this processes is responsible for notifying when recovery work is commencing. **AM**

Cancelled orders are managed and tracked by Telaura Sales and Order Management. Telaura Product Catalog Management is informed by Telaura Sales and Order Management when the product inventory should be updated in the order lifecycle during any type of order cancellation (including reasons such as; churn, death, pure). Telaura Sales and Order Management system performs further actions like updating product statuses, updating customer and contact information or starting a commission workflow if necessary.

([\[PS TSOM\]](#), 4.1.1.4 Product Configuration and Provision Step)

([\[PS TSOM\]](#), 4.1.2.5 Order Closure)

4.9.8.5 L4: 1.1.3.2.9.5 - Complete Resource Recovery

LEVEL 4 PROCESS MAPPING DETAILS 1.1.3.2.9.5 Complete Resource Recovery
<p>Brief Description</p> <p>This process is responsible for notifying when it is completed. AM</p> <p><i>Telaura Sales and Order Management informs Telaura Product Catalog Management about the completion of an order.</i></p> <p>([PS TSOM], 4.1.1.4 Product Configuration and Provision Step)</p> <p>([PS TSOM], 4.1.2.5 Order Closure)</p> <p>When recovered, the specific resources and/or associated resource specific parameters will be marked as unallocated. AM</p> <p><i>Depending on the validators associated with them, resource characteristics are updated by Telaura Product Catalog Management system as 'released' or 'free'</i></p> <p>([PS TPCM], 6.1.2.1 Validator Set up)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.9.8.6 L4: 1.1.3.2.9.6 - Recover Specific Resource

LEVEL 4 PROCESS MAPPING DETAILS
1.1.3.2.9.6 Recover Specific Resource

Brief Description

This process recovers a specific resource that is no longer required. **AM**

Telaura Product and Catalog Management System supports creating recovery plans for resources by resource specifications, service-resource relations and resource-business interaction relations.

Order handling processes use service-resource relations or resource dependencies defined in Telaura Product Catalog Management to create the termination orders (or any kind of order regarding the resources). Product Catalog allows associating provision flows for termination of resources (resource-business interaction relations). For example, if service A requires a resource B, in case a termination request for the service A, order management system automatically creates a termination order for resource A too, and calls termination flows for both. Also, if the resource is an equipment belongs to the operator, system supports triggering a workflow for collecting the equipment from customer site.

([\[PS_TPCM\]](#), 5.3 Resource Specification)

([\[PS_TSOM\]](#), 6.3.2 Relations Between Services and Resources)

([\[SS_RBIR\]](#), Resource-Business Interaction Relation Definition Screen)

Extended description

Not used for this process element

4.9.9 Supporting Evidence References (Works Cited)

PS_TSOM	Product Specification Document for Telaura Sales and Order Management
[PS_TPCM]	PS_TelauraProductCatalog_Management_v1.0.0.pdf, Product Specification Document for Telaura Product Catalog Management
PS_TLM	PS_TelauraLead&Feasibility Management_v1.pdf.pdf, Product Specification Document for Telaura Lead Management
UG_TWM	FR-PT02.04-R01 Telaura_Workforce Management_v3.2.5.pdf, Key User Guide For Telaura Workforce Management System.
PS_TWOM	PS_TelauraWorkOrganizationManagement_v1.0.0.pdf, Product Specification Document for Telaura Work Organization Management.
SS_RBIR	Resource-BusinessInteractionRelations.jpg, Screen shot from Telaura Product Catalog Management System
SS_VPCS	ValidatorProductConfigurationStep.jpg Telaura Sales and Order Management System Product Configuration and Provision Step Screen Shot.
SS_CDS	CharacteristicDetailsScreen.jpg, Telaura Product Catalog Management System Characteristic Details Screen Shot
SS_VSS	ValidatorSettingsScreen.jpg, Telaura Product Catalog Management Validator Settings Screen.

4.9.10 Resource Provisioning (1.1.3.2) – Conformance Scores

Table 4-9 Resource Provisioning (1.1.3.2) – Conformance Scores

Level 2: 1.1.3.2 - Resource Provisioning [2/8]		
Level 3 Process	Level 4 Process	L4/L3 Process Score
1.1.3.2.1 - Allocate & Install Resource		4.70
	1.1.3.2.1.1 - Determine Resource Availability	100
	1.1.3.2.1.2 - Reserve Resource	100
	1.1.3.2.1.3 - Release Resource	100
	1.1.3.2.1.4 - Allocate Resource	100
	1.1.3.2.1.5 - Install and Commission Resource	25
<i>1.1.3.2.2 - Configure & Activate Resource</i>		<i>N/A</i>
<i>1.1.3.2.3 - Test Resource</i>		<i>N/A</i>
<i>1.1.3.2.5 - Track & Manage Resource Provisioning</i>		<i>N/A</i>
<i>1.1.3.2.6 - Report Resource Provisioning</i>		<i>N/A</i>
<i>1.1.3.2.7 - Close Resource Order</i>		<i>N/A</i>
<i>1.1.3.2.8 - Issue Resource Orders</i>		<i>N/A</i>
1.1.3.2.9 - Recover Resource		5.00
	1.1.3.2.9.1 - Develop Resource Recovery Plan	100
	1.1.3.2.9.2 - Provide Resource Recovery Proposal Notification	100
	1.1.3.2.9.3 - Request Resource Recovery Authorization	100
	1.1.3.2.9.4 - Commence Resource Recovery	100
	1.1.3.2.9.5 - Complete Resource Recovery	100
	1.1.3.2.9.6 - Recover Specific Resource	100

4.10L2: 1.2.1.1 Market Strategy & Policy

4.10.1 L3: 1.2.1.1.1 - Gather & Analyze Market Information (Not Assessed)

This process was not submitted for assessment.

4.10.2 L3: 1.2.1.1.2 - Establish Market Strategy (Not Assessed)

This process was not submitted for assessment.

4.10.3 L3: 1.2.1.1.3 - Establish Market Segments (Not Assessed)

This process was not submitted for assessment.

4.10.4 L3: 1.2.1.1.4 - Link Market Segments & Products

4.10.4.1 L4: 1.2.1.1.4.1 Link consumption profiles & available product families

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.1.4.1 Link consumption profiles & available product families
Brief Description Link Market segments and available product families AM
Extended description Link Market segments & available product families processes analyze the basic consumption profiles of market segments AM <i>Telaura Customer and Account Management System allows defining different customer segments for customers with different profiles. System provides necessary information to support analysis on customer behaviour for any decision making process.</i> ([PS_TCAM] , 5.5 Customer Segments) and associate these with the product families available. AM ([PS_TPCM] , 5.5 Product Offerings) ([PS_TPCM] , 7.5.8 Offer Specialization)

4.10.4.2 *L4: 1.2.1.1.4.2 Identify potential new product families for market segments*

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.1.4.2 Identify potential new product families for market segments
Brief Description Identify potential new product families for the market segments AM <i>Telaura Product and Catalog Management System allows associating one or more market segments with a product catalogs. It is possible to add new product offerings to these catalogs.</i> ([PS_TPCM] , 7.5.7 Offer Catalogs)

4.10.4.3 *L4: 1.2.1.1.4.3 Analyze Market segment purchase and issues*

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.1.4.3 Analyze Market segment purchase and issues
Brief Description Analyze segment purchase and decision issues, and their geographic locations. AM <i>Telaura Customer and Account Management supports any external decision system by providing necessary customer-related information like customer segments, customer behavior segments, customer value segments, usage information and geographic locations related with the customer.</i> ([PS_TCAM] , 5.5 Customer Segments) <i>Telaura Product and Catalog Management System allows associating regions with offer catalogs.</i> ([PS_TPCM] , 7.5.7 Offer Catalogs)



4.10.5 L3: 1.2.1.1.5 - Gain Commitment to Marketing Strategy (Not Assessed)

This process was not submitted for assessment.

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4.10.7 Supporting Evidence References (Works Cited)

PS_TPCM

PS_TelauraProductCatalog_Management_v5.pdf, Product Specification Document for Telaura Product Catalog Management

PS_TCAM

PS_TelauraCustomerandAccountManagement_v.5.01.pdf, Product Specification Document for Telaura Customer and Account Management

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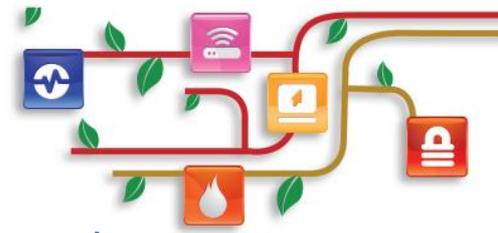


4.10.8 Market Strategy & Policy (1.2.1.1) – Conformance Scores

Table 4-10 Market Strategy & Policy (1.2.1.1) – Conformance Scores

Level 2: 1.2.1.1 - Market Strategy & Policy [1/5]		
Level 3 Process	Level 4 Process	L4/L3 Process Score
	1.2.1.1.1 - Gather & Analyze Market Information	N/A
	1.2.1.1.2 - Establish Market Strategy	N/A
	1.2.1.1.3 - Establish Market Segments	N/A
	1.2.1.1.4 - Link Market Segments & Products	5.00
	1.2.1.1.4.1 - Link consumption profiles & available product families	100
	1.2.1.1.4.2 - Identify potential new product families for market segments	100
	1.2.1.1.4.3 - Analyze Market Segment purchase and issues	100
	1.2.1.1.5 - Gain Commitment to Marketing Strategy	N/A

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4.11L2: 1.2.1.5 - Product & Offer Development & Retirement

4.11.1 L3: 1.2.1.5.1 - Gather & Analyze New Product Ideas

4.11.1.1 L4: 1.2.1.5.1.1 - Gather Product Ideas

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.5.1.1 Gather Product Ideas
<p>Brief Description</p> <p>These processes research demographic, customer, technology and marketing information. M</p> <p><i>Sales reports can be used to get an idea of what types of products can be introduced to the market. Also customer information can be analyzed via special reports.</i></p> <p>([PS TSR], 5.5.2 Campaign Sales Report)</p> <p>([PS TSR], 5.7 Sales and Orders Reports)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.11.1.2 L4: 1.2.1.5.1.2 - Identify Opportunities and Requirements

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.5.1.2 Identify Opportunities and Requirements
<p>Brief Description</p> <p>These processes identify potential opportunities and capture requirements from the sales organization relating to enhancements to support their desired offers. M</p> <p><i>Products, customers and offers can be examined to learn more about potential offer opportunities. Requirements for offers can be taken from sales and marketing departments via other tools.</i></p> <p>([PS TSR], 5.7 Sales and Orders Reports)</p> <p>([PS TPCM], 7.5 Product Offerings)</p> <p>Extended description</p> <p>Not used for this process element</p>



4.11.1.3 *L4: 1.2.1.5.1.3 - Develop New Opportunity Concepts*

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.5.1.3 Develop New Opportunity Concepts
<p>Brief Description</p> <p>These processes compare current capabilities with the identified opportunities, and as a result of the analysis develop new opportunity concepts. The concepts include an analysis of the customer value proposition. M</p> <p><i>Manually current and required capabilities can be compared.</i></p> <p>Extended description</p> <p>Not used for this process element</p>

Draft - For Approval



4.11.2 L3:1.2.1.5.2 - Assess Performance of Existing Products

LEVEL 3 PROCESS MAPPING DETAILS 1.2.1.5.2 Assess Performance of Existing Products
<p>Brief Description</p> <p>Analyze the performance of existing products to identify inadequacies and required improvements M</p> <p>Extended description</p> <p>The Assess Performance of Existing Products processes analyze the performance of existing products to identify inadequacies and required improvements. These processes use information from customers and from operational activities to identify required improvements. M</p> <p><i>Current customer orders can be examined to identify possible improvement areas. Failed orders also can give a clue on improvements.</i></p> <p>(IPS TSRI, 5.7 Sales and Orders Reports)</p>

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4.11.3 L3: 1.2.1.5.3 - Develop New Product Business Proposal

LEVEL 3 PROCESS MAPPING DETAILS 1.2.1.5.3 Develop New Product Business Proposal
<p>Brief Description</p> <p>Develop and document business proposals for the identified new product concept M</p> <p>Extended description</p> <p>The Develop New Product Business Proposal processes develop and document business proposals for the identified new product concept (including if necessary a business case). The business proposal (or business case) identifies the new product requirements, including the specific service components which constitute the product. The business proposal also identifies the development costs and anticipated benefits, including forecast demand, revenue gains, productivity gains, performance improvements and/or operational cost improvements. In addition, these processes define the attributes of the product which form the basis for product advertising and sales. The business proposal also includes an assessment of the risks and the competitive positioning of the product proposal. As a part of the business proposal development a feasibility assessment can be produced. Potential suppliers/partners who can assist in the development of the product are also identified. As a part of the process, the business proposal is appropriately approved, and as a result of the approval, necessary resources are made available. M</p> <p><i>When a new product is wanted to be introduced a system requirements specification document (SRS) is prepared to identify details, attributes, risks, feasibility, etc. of the new product. Following the approval of an SRS document all necessary developments, configuration and infrastructure buying are made.</i></p>

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4.11.4 L3: 1.2.1.5.4 - Develop Product Commercialization Strategy

4.11.4.1 L4: 1.2.1.5.4.1 - Develop Product Commercialization Case

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.5.4.1 Develop Product Commercialization Case
<p>Brief Description</p> <p>These processes ensure that product specific pricing, sales channel support and regulatory approvals are identified. They ensure that all commercialization aspects of the product development process associated with selling the product to the market, including pricing, rating, identification of sales support and sales channels features, are developed. AM</p> <p><i>Telaura Product Catalog Management System allows defining strategies and associating them with the offers in the offer specification process.</i></p> <p>([KUG TPCM], 3.10.3 Offer Strategies)</p> <p><i>Telaura Product Catalog Management System enforces that a valid tariff is assigned to a product (offer) before it is made available to the market.</i></p> <p>([PS TPCM], 7.5.5 Offer Activation Processes)</p> <p><i>Furthermore to publish an offer, it should be assigned to an offer catalog. Offer catalogs also should be assigned to sales channels.</i></p> <p>([PS TPCM], 7.5.7 Offer Catalogs)</p> <p>([PS TPCM], 7.5.9 Bringing Offers to Ready For Sales Status)</p> <p>Extended description</p> <p>Not used for this process element</p>



4.11.4.2 L4: 1.2.1.5.4.2 - Develop Product Commercialization Case

LEVEL 4 PROCESS MAPPING DETAILS
1.2.1.5.4.2 Gain Product Commercialization Case Approval
<p>Brief Description</p> <p>These processes ensure that product specific pricing, sales channel support and regulatory approvals are agreed. They ensure that all commercialization aspects of the product development process associated with selling the product to the market are agreed. AM</p> <p><i>Telaura Product Catalog Management System allows defining strategies and associating them with the offers in the offer specification process.</i></p> <p>([KUG TPCM], 3.10.3 Offer Strategies)</p> <p><i>Telaura Product Catalog Management System enforces that a valid tariff is assigned to a product (offer) before it is made available to the market.</i></p> <p>([PS TPCM], 7.5.5 Offer Activation Processes)</p> <p><i>Furthermore to publish an offer, it should be assigned to an offer catalog. Offer catalogs also should be assigned to sales channels.</i></p> <p>([PS TPCM], 7.5.7 Offer Catalogs)</p> <p>([PS TPCM], 7.5.9 Bringing Offers to Ready For Sales Status)</p> <p>Additionally these processes manage the enterprise cross-product pricing approval processes. M</p> <p><i>Telaura Product and Catalog Management System gets the tariff and pricing information from related billing system. The pricing approval should be done before making the tariffs available to Telaura Product and Catalog Management.</i></p> <p>([PS TPCM], 7.5.1 Simple Offers)</p> <p>Extended description</p> <p>Not used for this process element</p>



4.11.5 L3: 1.2.1.5.5 - Develop Detailed Product Specifications

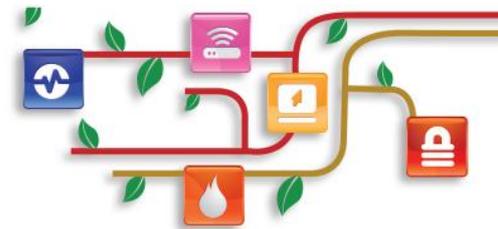
4.11.5.1 L4: 1.2.1.5.5.1 - Develop Detailed Product Technical Specifications

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.5.5.1 Develop Detailed Product Technical Specifications
<p>Brief Description</p> <p>These processes develop and document the detailed product-related technical specifications. These processes develop and document the required product features. AM</p> <p><i>Telaura Product and Catalog Management System supports adding characteristics of any type while specifying products. These characteristics may include technical, operational or performance related specifications according to the design of the products.</i></p> <p>([PS TPCM], 7.4 Product Specifications)</p> <p>and the specific service and resource requirements and selections. AM</p> <p><i>Products are derived from services and resources. Product Catalog supports establishing relations between services and resources to define technical dependencies and resource requirements.</i></p> <p>([PS TPCM], 7.1 Down to Up Product Offering Creation derived from Service Specs & Resource Specs)</p> <p>The processes ensure that all detailed specifications are produced and appropriately documented. AM</p> <p><i>Telaura Product Catalog Management System supports binding any product related documentation to the products.</i></p> <p>([KUG TPCM], 3.4.4 Product Specification Documents)</p> <p>Additionally the processes ensure that the documentation is captured in an appropriate enterprise repository. M</p> <p><i>Telaura Product and Catalog Management System supports mapping of product documents with the documents in the repository. Capturing the documents in a repository should be handled out of the system.</i></p> <p>([KUG TPCM], 3.4.4 Product Specification Documents)</p> <p>Extended description</p> <p>Not used for this process element</p>



4.11.5.2 *L4: 1.2.1.5.5.2 - Develop Detailed Product Performance Specifications*

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.5.5.2 Develop Detailed Product Performance Specifications
<p>Brief Description</p> <p>These processes develop and document the detailed product-related performance specifications. These processes develop and document the specific performance requirements. AM</p> <p><i>Telaura Product and Catalog Management System supports adding characteristics of any type while specifying products. These characteristics may include technical, operational or performance related specifications according to the design of the products.</i></p> <p>([PS TPCM], 7.4 Product Specifications)</p> <p>The processes ensure that all detailed specifications are produced and appropriately documented. AM</p> <p><i>Telaura Product Catalog Management System supports binding any product related documentation to the products.</i></p> <p>([KUG TPCM], 3.4.4 Product Specification Documents)</p> <p>Additionally the processes ensure that the documentation is captured in an appropriate enterprise repository. M</p> <p><i>Telaura Product and Catalog Management System supports mapping of product documents with the documents in the repository. Capturing the documents in a repository should be handled out of the system.</i></p> <p>([KUG TPCM], 3.4.4 Product Specification Documents)</p> <p>Extended description</p> <p>Not used for this process element</p>



4.11.5.3 *L4: 1.2.1.5.5.3 - Develop Detailed Product Operational Specifications*

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.5.5.3 Develop Detailed Product Operational Specifications
<p>Brief Description</p> <p>These processes develop and document the detailed product-related operational specifications. These processes develop and document the specific performance and operational requirements and support activities, AM</p> <p><i>Telaura Product and Catalog Management System supports adding characteristics of any type while specifying products. These characteristics may include technical, operational or performance related specifications according to the design of the products.</i></p> <p>([PS_TPCM], 7.4 Product Specifications)</p> <p>along with any product specific data required for the systems and network infrastructure. AM</p> <p><i>Any product specific data may be stored in a product level characteristic or in service attributes.</i></p> <p>([PS_TSOM], 6.3 Setting up Services)</p> <p>([PS_TSOM], 6.6 Setting up Product Characteristics)</p> <p>The processes ensure that all detailed specifications are produced and appropriately documented. AM</p> <p><i>Telaura Product Catalog Management System supports binding any product related documentation to the products.</i></p> <p>([KUG_TPCM], 3.4.4 Product Specification Documents)</p> <p>Additionally the processes ensure that the documentation is captured in an appropriate enterprise repository. M</p> <p><i>Telaura Product and Catalog Management System supports mapping of product documents with the documents in the repository. Capturing the documents in a repository should be handled out of the system.</i></p> <p>([KUG_TPCM], 3.4.4 Product Specification Documents)</p> <p>Extended description</p> <p>Not used for this process element</p>



4.11.5.4 *L4: 1.2.1.5.5.4 - Develop Detailed Product Customer Manuals*

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.5.5.4 Develop Detailed Product Customer Manuals
<p>Brief Description</p> <p>The Develop Detailed Product Specifications processes develop and document the detailed customer manuals. M</p> <p><i>Telaura Product and Catalog Management System supports mapping of product documents with the documents in the repository. Customer manuals should be kept by other systems.</i></p> <p>([KUG_TPCM], 3.4.4 Product Specification Documents)</p> <p>The processes ensure that all detailed specifications are produced and appropriately documented. AM</p> <p><i>Telaura Product Catalog Management System supports binding any product related documentation to the products.</i></p> <p>([KUG_TPCM], 3.4.4 Product Specification Documents)</p> <p>Additionally the processes ensure that the documentation is captured in an appropriate enterprise repository. M</p> <p><i>Telaura Product and Catalog Management System supports mapping of product documents with the documents in the repository. Capturing the documents in a repository should be handled out of the system.</i></p> <p>([KUG_TPCM], 3.4.4 Product Specification Documents)</p> <p>Extended description</p> <p>Not used for this process element</p>



4.11.6 L3: 1.2.1.5.6 - Manage Product Development

LEVEL 3 PROCESS MAPPING DETAILS 1.2.1.5.6 Manage Product Development
<p>Brief Description</p> <p>Ensure the co-coordinated delivery in line with the approved business case of all required product capabilities for that business case across the enterprise AM</p> <p>The Manage Product Development processes ensure the co-coordinated delivery in line with the approved business case of all required product capabilities for that business case across the enterprise. These processes use project management disciplines to deliver the necessary capabilities, including process development, specific systems & network infrastructure developments, specific channel developments, specific operational procedures, etc. required to support the new product. It is predominantly a program/project management function, with the detailed management of individual capability delivery managed through separate processes in other horizontal process groupings.</p> <p>AM</p> <p><i>Only after a product is tested from end to end to ensure that business requirements are met then the product goes live.</i></p> <p>([SOA OM], 4 SOA Deployment Process)</p> <p>Note that delivery of products within the context of existing commercial arrangements is managed through the Supply Chain Development and Change Management process. If new suppliers/partners are required, the Supply Chain Capability Delivery process is used to deliver the necessary commercial arrangements.</p> <p>Note that the management of major new or enhanced infrastructure development to support Product & Offer Development is managed within the Product & Offer Capability Delivery process</p> <p>AM</p> <p><i>Products whose owner is another supplier or partner can be sold from Telaura CRM Suite through middleware. Middleware can call a supplier's or a buyer's APIs for selling a product.</i></p> <p>([PS TSOM], 4.1.2.3 Service Activation)</p> <p>Extended description</p> <p>Not used for this process element</p>



4.11.7 L3: 1.2.1.5.7 - Launch New Products

4.11.7.1 L4: 1.2.1.5.7.1 - Identify Product Issues

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.5.7.1 Identify Product Issues
<p>Brief Description</p> <p>These processes identify the shortcomings or issues in the product. AM</p> <p><i>Telaura Sales and Order Management System's Sales Report provides detailed reports with filtering options to support processes like identification of issues or shortcomings for published offers.</i></p> <p>([KUG TSOM R], 2.2 Sales Report)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.11.7.2 L4: 1.2.1.5.7.2 - Manage Product Improvements

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.5.7.2 Manage Product Improvements
<p>Brief Description</p> <p>These processes manage the necessary improvements to the product to allow full rollout. AM</p> <p><i>Telaura Sales and Order Management System's Sales Report provides detailed reports with filtering options to support processes like identification of issues or shortcomings for published offers.</i></p> <p>([KUG TSOM R], 2.2 Sales Report)</p> <p>Extended description</p> <p>Not used for this process element</p>



4.11.7.3 *L4: 1.2.1.5.7.3 - Manage Product Handover*

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.5.7.3 Manage Product Handover
<p>Brief Description</p> <p>At the conclusion of the pilots and/or trials when the product passes its acceptance tests or defined acceptance criteria, these processes manage the handover to operations. AM</p> <p><i>System allows creating new versions of offers once it is accepted as a stable offering. Publishing the new offer requires processes like assigning sales channels to it or adding the offer to an offer catalog before making the offer 'ready for sale'.</i></p> <p>([KUG_TPCM], 3.4.9 Product Versioning)</p> <p>([PS_TPCM], 7.5.5 Offer Activation Processes)</p> <p>([PS_TPCM], 7.5.9 Bringing Offers to Ready For Sales Status)</p> <p>Extended description</p> <p>Not used for this process element</p>

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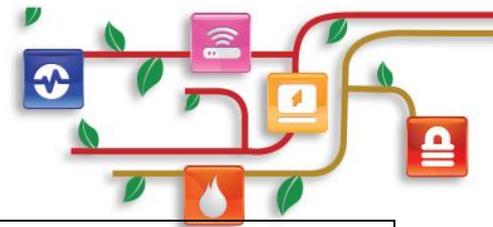
4.11.8 L3: 1.2.1.5.8 - Manage Product Exit

4.11.8.1 L4: 1.2.1.5.8.1 - Identify Unviable Products

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.5.8.1 Identify Unviable Products
<p>Brief Description</p> <p>These processes analyze existing products & sales offers to identify economically or strategically unviable products. M</p> <p><i>Telaura Sales and Order Management System helps processes to identify the unviable products by providing sales reports which provide details of actual sales of the product offerings in selected time interval.</i></p> <p>([KUG_TSOM_R], 2.2 Sales Report)</p> <p>([SS_SRGUI], Sales Report Screen)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.11.8.2 L4: 1.2.1.5.8.2 - Identify Impacted Product Customers

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.5.8.2 Identify Impacted Product Customers
<p>Brief Description</p> <p>These processes identify customers impacted by any exit AM</p> <p><i>Telaura Sales and Order Management Module' reporting functionalities provides reports that include information about customers who have active products instantiated from certain products to help identify customers impacted by the exit of the product.</i></p> <p>([KUG_TSOM_R], 2.2 Sales Report)</p> <p>and develop customer specific or market segment exit or migration strategies. AM</p> <p><i>Telaura Sales and Order Management System supports developing customer specific or market segment exit or migration strategies by creating customer or market segment related rules in its rules engine. The exit strategy may include business interactions like product termination, package</i></p>



transition or any other predefined business interaction. Telaura Sales and Order Management checks the rules defined in the rules engine when performing the business interactions.

([PS TSOM], 7 Rules Engine)

Extended description

Not used for this process element

4.11.8.3 *L4: 1.2.1.5.8.3 - Develop Product Transition Strategies*

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.5.8.3 Develop Product Transition Strategies
<p>Brief Description</p> <p>These processes develop infrastructure transition and/or replacement strategies. M</p> <p><i>Telaura Product Catalog Management System supports operational product exit processes by providing information regarding resources used by the active products.</i></p> <p>([PS TPCM], 7.1 Down to Up Product Offering Creation derived from Service Specs & Resource Specs)</p> <p>Extended description</p> <p>Not used for this process element</p>

4.11.8.4 *L4: 1.2.1.5.8.4 - Manage Product Exit Process*

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.5.8.4 Manage Product Exit Process
<p>Brief Description</p> <p>These processes manage the operational aspects of the exit process. M</p> <p><i>Telaura Product Catalog Management System supports operational product exit processes by providing information regarding resources used by the active products.</i></p>



([\[PS_TPCM\]](#), 7.1 Down to Up Product Offering Creation derived from Service Specs & Resource Specs)

Extended description

Not used for this process element

Draft - For Approval



4.11.9 Supporting Evidence References (Works Cited)

PS_TCAM	PS_TelauraCustomerandAccountManagement.pdf, Product Specification Document for Telaura Customer and Account Management
[PS_TPCM]	PS_TelauraProductCatalog_Management_v1.0.0.pdf, Product Specification Document for Telaura Product Catalog Management
KUG_TSOM_R	PS_TelauraSalesandOrderManagement_Reports_v1.0.0.pdf, Product Specification Document, Telaura Sales and Order Management Reports.
[KUG_TPCM]	FR-PT02.04_R01-Telaura_Product_Catalog_Key_User_Guide.pdf, Telaura Product Catalog Management Key User Guide
PS_TSOM	PS_TelauraSalesandOrderManagement_v1.0.0 .pdf, Product Specification Document for Telaura Sales and Order Management
[SS_SRGUI]	SalesReportGUI.jpg, Telaura Sales and Order Management Reports Sales Report Screen Capture.
PS_TSR	PS_TelauraReportingManagement_v5.pdf, Product Specification Document for Telaura Reporting Management
SOA_OM	SOA_Operation_Manual_v1.0.0, SOA operation manual



4.11.10 Product & Offer Development & Retirement (1.2.1.5) – Conformance Scores

Table 4-11 Product & Offer Development & Retirement (1.2.1.5) – Conformance Scores

Level 2: 1.2.1.5 - Product & Offer Development & Retirement [8/8]		
Level 3 Process	Level 4 Process	L4/L3 Process Score
1.2.1.5.1 - Gather & Analyze New Product Ideas		4.00
	1.2.1.5.1.1 - Gather Product Ideas	50
	1.2.1.5.1.2 - Identify Opportunities and Requirements	50
	1.2.1.5.1.3 - Develop New Opportunity Concepts	50
1.2.1.5.2 - Assess Performance of Existing Products		4.00
1.2.1.5.3 - Develop New Product Business Proposal		4.00
1.2.1.5.4 - Develop Product Commercialization Strategy		4.75
	1.2.1.5.4.1 - Develop Product Commercialization Case	100
	1.2.1.5.4.2 - Gain Product Commercialization Case Approval	75
1.2.1.5.5 - Develop Detailed Product Specifications		4.63
	1.2.1.5.5.1 - Develop Detailed Product Technical Specifications	100
	1.2.1.5.5.2 - Develop Detailed Product Performance Specifications	100
	1.2.1.5.5.3 - Develop Detailed Product Operational Specifications	100
	1.2.1.5.5.4 - Develop Detailed Product Customer Manuals	25
1.2.1.5.6 - Manage Product Development		4.50
1.2.1.5.7 - Launch New Products		4.33
	1.2.1.5.7.1 - Identify Product Issues	50
	1.2.1.5.7.2 - Manage Product Improvements	50
	1.2.1.5.7.3 - Manage Product Handover	100
1.2.1.5.8 - Manage Product Exit		4.25
	1.2.1.5.8.1 - Identify Unviable Products	50
	1.2.1.5.8.2 - Identify Impacted Product Customers	100
	1.2.1.5.8.3 - Develop Product Transition Strategies	50
	1.2.1.5.8.4 - Manage Product Exit Process	50



4.12 L2: 1.2.1.6 Sales Development

4.12.1 L3: 1.2.1.6.1 - Monitor Sales & Channel Best Practice (Not Assessed)

This process was not submitted for assessment.

4.12.2 L3: 1.2.1.6.2 - Develop Sales & Channel Proposals

This process was not submitted for assessment.

4.12.3 L3: 1.2.1.6.3 Develop New Sales Channels & Processes

4.12.3.1 L4: 1.2.1.6.3.1 Develop External Relationships

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.6.3.1 Develop External Relationships
<p>Brief Description</p> <p>These processes develop external relationships if required to provide the necessary sales channel capability. AM</p> <p><i>Telaura Sales Channel Management system allows creation of new sales channels and suppliers/partners that using those sales channels to sell product offerings.</i></p> <p>(IPS TSCM), 5.1 Sales Channels)</p> <p>(IPS TSCM), 5.2 Suppliers/Partners)</p>



4.12.3.2 *L4: 1.2.1.6.3.2 Manage Process & Channel Coordination*

LEVEL 4 PROCESS MAPPING DETAILS
1.2.1.6.3.2 Manage Process & Channel Coordination
<p>Brief Description</p> <p>These processes manage the coordination and integration of existing and new sales processes and channels to ensure effective operations. AM</p> <p><i>An S/P is a party role that Telaura CRM Suite recognizes. The lifecycle management of suppliers/partners is handled by Telaura Sales Channel Management System. The required information to create a new S/P may vary from operator to operator. It is possible to associate roles with an S/P to outline their responsibilities and authorizations in the system. The organizational hierarchy belonging to an S/P is created and maintained in Telaura Work Organization Management System.</i></p> <p>([PS TSCM], 6.1 Setting up Sales Channels)</p> <p>([PS TSCM], 6.1.1 Setting Up Business Interactions and Sales Channels (Order Management))</p> <p>([PS TSCM], 6.2 Setting Up Suppliers/Partner)</p>

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4.12.3.3 L4: 1.2.1.6.3.3 Define Processes & Channels

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.6.3.3 Define Processes & Channels
<p>Brief Description</p> <p>These processes include the definition of commercialization manpower profile, AM</p> <p>([PS TWOM], 5.4 Creating Work Organizations)</p> <p>training program development and sales methods and procedures, M</p> <p><i>Telaura Sales Channel Management System supports development of different sales strategies depending on the sales channels but these methods and programs should be developed in an external appropriate system. The processes should be related with defined sales channels manually.</i></p> <p>compensation plans, M</p> <p><i>Telaura Sales and Order Management System is able to trigger a commission flow after an order is completed successfully depending on the sales channel of the user who placed the order. Compensation plans should be defined in the appropriate system.</i></p> <p>([PS TSOM], 4.1.2.5 Order Closure)</p> <p>identification of product potential customers to each channel and sale method, AM</p> <p><i>Telaura Product Catalog Management System allows assigning sales channels to product catalogs.</i></p> <p>([PS TPCM], 5.7 Product Catalogs)</p> <p><i>Telaura Product and Catalog Management System allows assigning customer groups, customer communities, customer segments, offer strategies and user roles to product offerings to support identification of potential customers for the products.</i></p> <p>([PS TPCM], 7.5.8 Offer Specialization)</p>



4.12.4 Supporting Evidence References (Works Cited)

PS_TPCM	PS_TelauraProductCatalog_Management_v5.0.pdf, Product Specification Document for Telaura Product Catalog Management
PS_TSOM	PS_TelauraSalesandOrderManagement_v5.0.pdf, Product Specification Document for Telaura Sales and Order Management
PS_TSCM	PS_TelauraSalesChannelManagement_v5.0.pdf, Product Specification Document for Telaura Sales Channel Management.
PS_TWOM	PS_TelauraWorkOrganizationManagement_v5.0.pdf, Product Specification Document for Telaura Work Organization Management.

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4.12.5 Sales Development (1.2.1.6) – Conformance Scores

Table 4-12 Sales Development (1.2.1.6) – Conformance Scores

Level 2: 1.2.1.6 - Sales Development [1/3]		
Level 3 Process	Level 4 Process	L4/L3 Process Score
	<i>1.2.1.6.1 - Monitor Sales & Channel Best Practice</i>	N/A
	<i>1.2.1.6.2 - Develop Sales & Channel Proposals</i>	N/A
	1.2.1.6.3 - Develop New Sales Channels & Processes	4.67
	1.2.1.6.3.1 - Develop External Relationships	100
	1.2.1.6.3.2 - Manage Process & Channel Coordination	100
	1.2.1.6.3.3 - Define Processes & Channels	50

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4.13 L2: 1.2.1.7 - Product Marketing Communications & Promotion

4.13.1 L3: 1.2.1.7.1 - Define Product Marketing Promotion Strategy

Note: This process was not re-submitted for re-assessment. Mappings are provided from initial assessment against Framework 11.5.

LEVEL 3 PROCESS MAPPING DETAILS 1.2.1.7.1 Define Product Marketing Promotion Strategy
<p>Brief Description</p> <p>Defines the specific communications and promotions strategy to be used for positioning the product in the marketplace AM</p> <p><i>Telaura Campaign Management System supports marketing communication and promotion activities including defining media for campaign announcements, creating announcement templates, and creating communication activities for products associated with the campaign.</i></p> <p>Extended description</p> <p>The Define Product Marketing Promotion Strategy defines the specific communications AM</p> <p><i>Telaura Campaign Management System allows defining communication methods and media for campaign announcements.</i></p> <p>([PS TCMP], 5.3 Campaign Announcement Template)</p> <p>([PS TCMP], 5.7 Campaign Media)</p> <p>and promotions strategy to be used for positioning the product in the marketplace, especially in relation to competitive products. AM</p> <p><i>Telaura Campaign Management System allows defining a direction, an execution plan, and sales channels through which campaign execution will be conducted to support positioning the product in the market.</i></p> <p>([PS TCMP], 5.16 Campaign Direction)</p> <p>([PS TCMP], 5.10 Campaign Channel)</p> <p>([PS TCMP], 5.21 Campaign Execution Plan)</p>



The Establish Market Strategy processes (S&C) define the overall umbrella, and these processes operate within that umbrella to target the messages for specific products. AM

Telaura Campaign Management System allows associating a campaign with multiple offers.

([\[PS TCMP\]](#), 5.12 Campaign Offers)

The processes define a set of arguments and information needed for creating and developing specific promotional campaigns for each product. AM

Telaura Campaign Management System allows defining campaign characteristics to store information related with the campaigns. System supports associating products with the campaigns.

([\[PS TCMP\]](#), 5.24 Campaign Characteristics)

([\[PS TCMP\]](#), 5.12 Campaign Offers)

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4.13.2 L3: 1.2.1.7.2 - Develop Product & Campaign Message

Note: This process was not re-submitted for re-assessment. Mappings are provided from initial assessment against Framework 11.5.

LEVEL 3 PROCESS MAPPING DETAILS 1.2.1.7.2 Develop Product & Campaign Message
<p>Brief Description</p> <p>Manage all activities and stakeholder engagement to develop and agree the specific campaign or promotion message AM</p> <p><i>Telaura Campaign Management System supports developing campaign specific messages. It is possible to relate 3rd parties with the campaign and assign the role of the party in the campaign execution process.</i></p> <p>Extended description</p> <p>The Develop Product & Campaign Message processes manage all activities and stakeholder engagement to develop and agree the specific campaign or promotion message. AM</p> <p><i>Telaura Campaign Management System supports developing campaign messages using campaign announcements templates, campaign documents or creating campaign specific characteristics.</i></p> <p>([PS TCMP], 6.4 Send Announcements)</p> <p>([PS TCMP], 5.20 Campaign Documents)</p> <p>([PS TCMP], 5.24 Campaign Characteristics)</p> <p>Any particular promotion or campaign may require the coordination of multiple stakeholders to produce and agree a specific message. These stakeholders could include media management, all impacted product managers, brand management, marketing management, owners of the potential channels, etc. AM</p> <p><i>System supports associating 3rd parties with the campaign and giving them roles that they will play in the campaign planning or campaign execution processes.</i></p> <p>([PS TCMP], 5.23 Campaign Business Partners)</p>



4.13.3 L3: 1.2.1.7.3 - Select Message & Campaign Channels

Note: This process was not re-submitted for re-assessment. Mappings are provided from initial assessment against Framework 11.5.

LEVEL 3 PROCESS MAPPING DETAILS 1.2.1.7.3 Select Message & Campaign Channels
<p>Brief Description</p> <p>Manage the selection of the appropriate channel or channels to support the message delivery and/or campaign AM</p> <p><i>Telaura Campaign Management System allows associating channels with the campaigns through which the campaign announcement activities will be conducted.</i></p> <p>Extended description</p> <p>The Select Message and Campaign Channel(s) processes manage the selection of the appropriate channel or channels to support the message delivery and/or campaign. A particular promotion may require selection of one or several delivery channels. AM</p> <p><i>Telaura Campaign Management System supports associating channels with the campaigns. System also supports assigning a direction (inbound or outbound) to the campaign. System supports adding multiple channels to a campaign.</i></p> <p>([PS TCMP], 5.10 Campaign Channel)</p> <p>([PS TCMP], 5.16 Campaign Direction)</p> <p>([SS CDS01], Campaign Sales Channel Association Screen)</p> <p>([SS CDS02], Campaign Definition Screen)</p>



4.13.4 L3: 1.2.1.7.4 - Develop Promotional Collateral

4.13.4.1 L4: 1.2.1.7.4.1 Manage Collateral Production

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.7.4.1 Manage Collateral Production
<p>Brief Description</p> <p>These processes ensure that all associated collateral is produced to support the market message and/or campaign. Collateral could include production of pamphlets, trade displays, call centre scripts, etc. AM</p> <p><i>Telaura Campaign Management System support planning and producing of marketing collaterals that will be used in the campaign execution. System supports creating activities like call center outbound calls. It is also supported to create announcement templates that will be used as call center scripts. System supports creating flexible activities to perform campaign planning or execution tasks.</i></p> <p>([PS TCMP], 5.12 Campaign Offers)</p> <p>([PS TCMP], 5.21 Campaign Execution Plan)</p> <p>([PS TCMP], 6.4 Send Announcements)</p> <p>([PS TCMP], 6.9 Activity Management and Campaign Responses)</p>

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4.13.4.2 *L4: 1.2.1.7.4.2 Manage Collateral Delivery*

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.7.4.2 Manage Collateral Delivery
<p>Brief Description</p> <p>These processes arrange and manage the delivery through the suppliers or producers of the associated collateral. AM</p> <p>Actual contractual relationship with the supplier may be established through Supplier Chain Development and Management processes.</p> <p>([PS_TCMP], 6.9 Activity Management and Campaign Responses)</p> <p>([PS_TCMP], 5.21 Campaign Execution Plan)</p>

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4.13.5 L3: 1.2.1.7.5 Manage Message & Campaign Delivery

4.13.5.1 L4: 1.2.1.7.5.1 Manage Channel Capability

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.7.5.1 Manage Channel Capability
<p>Brief Description</p> <p>These processes ensure that the channels (owned and/or contracted) are adequately trained and/or informed to manage the message and/or campaign delivery. AM</p> <p><i>Telaura Campaign Management System supports creating campaign execution plans and manages the distribution of campaign activities to associated sales channels according to execution plans.</i></p> <p>([PS TCMP], 5.10 Campaign Channel)</p> <p>([PS TCMP], 5.21 Campaign Execution Plan)</p> <p>([PS TCMP], 6.9 Activity Management and Campaign Responses)</p>

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4.13.5.2 L4: 1.2.1.7.5.2 Manage Channel Resources

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.7.5.2 Manage Channel Resources
<p>Brief Description</p> <p>These processes ensure that sufficient resources are available in the selected channel(s) to support the delivery. AM</p> <p><i>Telaura Campaign Management System supports creating campaign execution plans that manages campaign activity volume and allows sharing of the activity load among multiple sales channels.</i></p> <p>[PS TCMP], 5.21 Campaign Execution Plan</p>

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4.13.6 L3: 1.2.1.7.6 Monitor Message & Campaign Effectiveness

4.13.6.1 L4: 1.2.1.7.6.1 Develop Message & Campaign Metrics

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.7.6.1 Develop Message & Campaign Metrics
<p>Brief Description</p> <p>These processes establish metrics and monitoring and reporting processes to gauge the effectiveness of market messages and product promotional campaigns. AM</p> <p><i>Telaura Campaign Management System allows defining statistical characteristics and assigning them to campaigns to support processes for measure campaign effectiveness.</i></p> <p>([PS TCMP], 6.7 Test)</p> <p>([PS TCMP], 5.9 Campaign Statistics)</p> <p>([PS TCMP], 6.11 Campaign Reports)</p>

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4.13.6.2 *L4: 1.2.1.7.6.2 Monitor Message & Campaign Metrics*

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.7.6.2 Monitor Message & Campaign Metrics
<p>Brief Description</p> <p>These processes monitor and report on processes to gauge the effectiveness of market messages and product promotional campaigns. AM</p> <p><i>Telaura Campaign Management System provides tools to monitor campaign performance and efficiency. System also allows defining and assigning statistical characteristics or KPIs to the campaigns and provides reports based on sales channels to monitor the campaign execution.</i></p> <p>([PS_TCMP], 6.7 Test)</p> <p>([PS_TCMP], 5.9 Campaign Statistics)</p> <p>([PS_TCMP], 6.11 Campaign Reports)</p>

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4.13.6.3 *L4: 1.2.1.7.6.3 Analyze Message & Campaign Metrics*

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.7.6.3 Analyze Message & Campaign Metrics
<p>Brief Description</p> <p>These processes analyze metrics from monitoring and reporting processes to gauge the effectiveness of market messages and product promotional campaigns. AM</p> <p><i>Telaura Campaign Management System provides tools to measure campaign performance and efficiency. System allows test executions for campaigns to evaluate their efficiency, viability and shortcomings.</i></p> <p>([PS TCMP], 6.7 Test)</p> <p>([PS TCMP], 5.9 Campaign Statistics)</p> <p>([PS TCMP], 6.11 Campaign Reports)</p>

4.13.6.4 *L4: 1.2.1.7.6.4 Modify Message & Campaign*

LEVEL 4 PROCESS MAPPING DETAILS 1.2.1.7.6.4 Modify Message & Campaign
<p>Brief Description</p> <p>These processes feedback suggested changes to re-enforce the message or to adapt the message to become more effective. AM</p> <p><i>Telaura Campaign Management System measures the message effectiveness based on the analysis and might change the content or re-enforce the message.</i></p> <p>([PS TCMP], 6.7 Test)</p> <p>([PS TCMP], 6.4 Send Announcement)</p> <p>([PS TCMP], 6.11 Campaign Reports)</p> <p>([PS TCMP], 5.9 Campaign Statistics)</p>



4.13.7 Supporting Evidence References (Works Cited)

PS_TCMP

PS_TelauraCampaignManagement_v5.0.pdf, Product Specification Document for Telaura Campaign Management.

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4.13.8 Product Marketing Communications & Promotion (1.2.1.7) – Conformance Scores

Table 4-13 Product Marketing Communications & Promotion (1.2.1.7) – Conformance Scores

Level 2: 1.2.1.7 - Product Marketing Communications & Promotion [6/6]		
Level 3 Process	Level 4 Process	L4/L3 Process Score
	1.2.1.7.1 - Define Product Marketing Promotion Strategy	5.00
	1.2.1.7.2 - Develop Product & Campaign Message	5.00
	1.2.1.7.3 - Select Message & Campaign Channels	5.00
	1.2.1.7.4 - Develop Promotional Collateral	5.00
	1.2.1.7.4.1 - Manage Collateral Production	100
	1.2.1.7.4.2 - Manage Collateral Delivery	100
	1.2.1.7.5 - Manage Message & Campaign Delivery	5.00
	1.2.1.7.5.1 - Manage Channel Capability	100
	1.2.1.7.5.2 - Manage Channel Resources	100
	1.2.1.7.6 - Monitor Message & Campaign Effectiveness	5.00
	1.2.1.7.6.1 - Develop Message & Campaign Metrics	100
	1.2.1.7.6.2 - Monitor Message & Campaign Metrics	100
	1.2.1.7.6.3 - Analyze Message & Campaign Metrics	100
	1.2.1.7.6.4 - Modify Message & Campaign	100



4.14 L2: 1.2.2.3 Service Development & Retirement

4.14.1 L3: 1.2.2.3.1 - Gather & Analyze New Service Ideas (Not Assessed)

This process was not submitted for assessment.

4.14.2 L3: 1.2.2.3.2 - Assess Performance of Existing Services (Not Assessed)

This process was not submitted for assessment.

4.14.3 L3: 1.2.2.3.3 - Develop New Service Business Proposal (Not Assessed)

This process was not submitted for assessment.

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4.14.4 L3: 1.2.2.3.4 - Develop Detailed Service Specifications

4.14.4.1 L4: 1.2.2.3.4.1 Develop Detailed Service Technical Specifications

LEVEL 4 PROCESS MAPPING DETAILS 1.2.2.3.4.1 Develop Detailed Service Technical Specifications
<p>Brief Description</p> <p>These processes develop and document the required service features for the systems and network infrastructure as agreed through the Develop New Service Business Proposal processes. AM</p> <p><i>System allows definition of service related attributes. These attributes include information that network and infrastructure systems may require to configure or operate the service, depending on the technical or operational requirements of the service provider.</i></p> <p>([PS TPCM], 5.2 Service Specification)</p> <p>([PS TSOM], Table 15: Service Specification Configuration)</p> <p>The processes ensure that all detailed specifications are produced and appropriately documented. Additionally the processes ensure that the documentation is captured in an appropriate enterprise repository. AM</p> <p><i>System allows associating service or product related documents to services or products. Although Telaura Product Catalog Management system supports relating service documents with the documents in the external repository, the actual storing of the digital documents in a repository should be handled manually out of the system.</i></p> <p>([PS TSOM], Table 16: Service-Document Configuration)</p> <p>Extended description</p> <p>Not used for this process element</p>



4.14.4.2 **L4: 1.2.2.3.4.2 Develop Detailed Service Support Specifications**

LEVEL 4 PROCESS MAPPING DETAILS 1.2.2.3.4.2 Develop Detailed Service Support Specifications
<p>Brief Description</p> <p>These processes develop and document the specific operational, and quality requirements and support activities, and any service specific data required for the systems and network infrastructure required for the systems and network infrastructure as agreed through the Develop New Service Business Proposal processes. AM</p> <p><i>System allows definition of service related attributes. These attributes include information that network and infrastructure systems may require to configure or operate the service, depending on the technical or operational requirements of the service provider.</i></p> <p>([PS TPCM], 5.2 Service Specification)</p> <p>([PS TSOM], Table 15: Service Specification Configuration)</p> <p>The processes ensure that all detailed specifications are produced and appropriately documented. Additionally the processes ensure that the documentation is captured in an appropriate enterprise repository. AM</p> <p><i>System allows associating service or product related documents to services or products. Although Telaura Product Catalog Management system supports relating service documents with the documents in the external repository, the actual storing of the digital documents in a repository should be handled manually out of the system.</i></p> <p>([PS TSOM], Table 16: Service-Documents Configuration)</p> <p>Extended description</p> <p>Not used for this process element</p>



4.14.4.3 **L4: 1.2.2.3.4.3 Develop Detailed Service Operational Specifications**

LEVEL 4 PROCESS MAPPING DETAILS 1.2.2.3.4.3 Develop Detailed Service Operational Specifications
<p>Brief Description</p> <p>These processes develop and document the specific operational, and quality requirements and support activities, and any service specific data required for the systems and network infrastructure required for the systems and network infrastructure as agreed through the Develop New Service Business Proposal processes. AM</p> <p><i>System allows definition of service related attributes. These attributes include information that network and infrastructure systems may require to configure or operate the service, depending on the technical or operational requirements of the service provider.</i></p> <p>([PS TPCM], 5.2 Service Specification)</p> <p>([PS TSOM], Table 15: Service Specification Configuration)</p> <p>The processes ensure that all detailed specifications are produced and appropriately documented. Additionally the processes ensure that the documentation is captured in an appropriate enterprise repository. AM</p> <p><i>System allows associating service or product related documents to services or products. Although Telaura Product Catalog Management system supports relating service documents with the documents in the external repository, the actual storing of the digital documents in a repository should be handled manually out of the system.</i></p> <p>([PS TSOM], Table 16: Service-Documents Configuration)</p> <p>Extended description</p> <p>Not used for this process element</p>



4.14.4.4 **L4: 1.2.2.3.4.4 Develop Detailed Service Customer Manuals**

LEVEL 4 PROCESS MAPPING DETAILS 1.2.2.3.4.4 Develop Detailed Service Customer Manuals
<p>Brief Description</p> <p>These processes develop and document the customer manuals as agreed through the Develop New Service Business Proposal processes. AM</p> <p><i>System supports creating service level documents and associating them with the services.</i></p> <p>([PS TSOM], Table 16: Service-Documents Configuration)</p> <p>The processes ensure that all detailed specifications are produced and appropriately documented. Additionally the processes ensure that the documentation is captured in an appropriate enterprise repository. AM</p> <p><i>System allows associating service or product related documents to services or products. Although Telaura Product Catalog Management system supports relating service documents with the documents in the external repository, the actual storing of the digital documents in a repository should be handled manually out of the system.</i></p> <p>([PS TSOM], Table 16: Service-Documents Configuration)</p> <p>Extended description</p> <p>Not used for this process element</p>



4.14.5 L3: 1.2.2.3.5 - Manage Service Development (Not Assessed)

This process was not submitted for assessment.

4.14.6 L3: 1.2.2.3.6 - Manage Service Deployment (Not Assessed)

This process was not submitted for assessment.

4.14.7 L3: 1.2.2.3.7 - Manage Service Exit (Not Assessed)

This process was not submitted for assessment.

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4.14.8 Supporting Evidence References (Works Cited)

[PS_TPCM]	PS_TelauraProductCatalog_Management_v1.0.0.pdf, Product Specification Document for Telaura Product Catalog Management
PS_TSOM	PS_TelauraSalesandOrderManagement_v1.0.0 .pdf, Product Specification Document for Telaura Sales and Order Management

4.14.9 Service Development & Retirement (1.2.2.3) – Conformance Scores

Table 4-14 Service Development & Retirement (1.2.2.3) – Conformance Scores

Level 2: 1.2.2.3 - Service Development & Retirement [1/7]		
Level 3 Process	Level 4 Process	L4/L3 Process Score
	<i>1.2.2.3.1 - Gather & Analyze New Service Ideas</i>	N/A
	<i>1.2.2.3.2 - Assess Performance of Existing Services</i>	N/A
	<i>1.2.2.3.3 - Develop New Service Business Proposal</i>	N/A
	1.2.2.3.4 - Develop Detailed Service Specifications	5.00
	1.2.2.3.4.1 - Develop Detailed Service Technical Specifications	100
	1.2.2.3.4.2 - Develop Detailed Service Support Specifications	100
	1.2.2.3.4.3 - Develop Detailed Service Operational Specifications	100
	1.2.2.3.4.4 - Develop Detailed Service Customer Manuals	100
	<i>1.2.2.3.5 - Manage Service Development</i>	N/A
	<i>1.2.2.3.6 - Manage Service Deployment</i>	N/A
	<i>1.2.2.3.7 - Manage Service Exit</i>	N/A



4.15 L2: 1.2.3.3 - Resource Development & Retirement

4.15.1 L3: 1.2.3.3.1 - Gather & Analyze New Resource Ideas (Not Assessed)

This process was not submitted for assessment.

4.15.2 L3: 1.2.3.3.2 - Assess Performance of Existing Resources (Not Assessed)

This process was not submitted for assessment.

4.15.3 L3: 1.2.3.3.3 - Develop New Resource Business Proposal (Not Assessed)

This process was not submitted for assessment.

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4.15.4 L3: 1.2.3.3.4 - Develop Detailed Resource Specifications

4.15.4.1 L4: 1.2.3.3.4.1 - Develop Detailed Resource Technical Specifications

LEVEL 4 PROCESS MAPPING DETAILS 1.2.3.3.4.1 Develop Detailed Resource Technical Specifications
<p>Brief Description</p> <p>These processes develop and document the required resource features for the systems and network infrastructure. AM</p> <p><i>Telaura Product Catalog Management System allows specifying resource characteristics, their values and validation rules.</i></p> <p>([PS TPCM], 5.3 Resource Specification)</p> <p>The processes ensure that all detailed specifications are produced and appropriately documented. Additionally the processes ensure that the documentation is captured in an appropriate enterprise repository. AM</p> <p><i>Although Telaura Product Catalog Management system supports relating product related documents with the documents in the external repository, the actual storing of the digital documents in a repository should be handled manually out of the system.</i></p> <p>([PS TSOM], Table 16: Service-Document Configuration)</p> <p>Extended description</p> <p>Not used for this process element</p>



4.15.4.2 *L4: 1.2.3.3.4.2 - Develop Detailed Resource Support Specifications*

LEVEL 4 PROCESS MAPPING DETAILS 1.2.3.3.4.2 Develop Detailed Resource Support Specifications
<p>Brief Description</p> <p>These processes develop and document the specific technology requirements and selections required for the systems and network infrastructure. AM</p> <p><i>Telaura Product Catalog Management System allows specifying resource characteristics, their values and validation rules.</i></p> <p>([PS_TPCM], 5.3 Resource Specification)</p> <p>The processes ensure that all detailed specifications are produced and appropriately documented. Additionally the processes ensure that the documentation is captured in an appropriate enterprise repository. AM</p> <p><i>Although Telaura Product Catalog Management system supports relating product related documents with the documents in the external repository, the actual storing of the digital documents in a repository should be handled manually out of the system.</i></p> <p>([PS_TSOM], Table 16: Service-Document Configuration)</p> <p>Extended description</p> <p>Not used for this process element</p>



4.15.4.3 **L4: 1.2.3.3.4.3 - Develop Detailed Resource Operational Specifications**

LEVEL 4 PROCESS MAPPING DETAILS 1.2.3.3.4.3 Develop Detailed Resource Operational Specifications
<p>Brief Description</p> <p>These processes develop and document the specific operational, and quality requirements and support activities, and any resource specific data required for the systems and network infrastructure required for the systems and network infrastructure. AM</p> <p><i>System allows creating physical or logical resources, defining their attributes and characteristics, defining accepted values for these characteristics, validation rules and providing methods for these resource characteristics. Attributes and characteristics defined for resources include information that network and infrastructure systems may require configuring or operating the resources or services related with the resources, depending on the technical or operational requirements of the operator.</i></p> <p>([PS TSOM], 6.3.1 Setting up Resources)</p> <p>The processes ensure that all detailed specifications are produced and appropriately documented. Additionally the processes ensure that the documentation is captured in an appropriate enterprise repository. AM</p> <p><i>Although Telaura Product Catalog Management system supports relating product related documents with the documents in the external repository, the actual storing of the digital documents in a repository should be handled manually out of the system.</i></p> <p>([PS TSOM], Table 16: Service-Document Configuration)</p> <p>Extended description</p> <p>Not used for this process element</p>



4.15.4.4 **L4: 1.2.3.3.4.4 - Develop Detailed Resource Manuals**

LEVEL 4 PROCESS MAPPING DETAILS 1.2.3.3.4.4 Develop Detailed Resource Manuals
<p>Brief Description</p> <p>These processes develop and document the manuals. AM</p> <p><i>System supports creating service level documents and associating them with the services.</i></p> <p>([PS TSOM], Table 16: Service-Document Configuration)</p> <p>The processes ensure that all detailed specifications are produced and appropriately documented. Additionally the processes ensure that the documentation is captured in an appropriate enterprise repository. AM</p> <p><i>Although Telaura Product Catalog Management system supports relating product related documents with the documents in the external repository, the actual storing of the digital documents in a repository should be handled manually out of the system.</i></p> <p>([PS TSOM], Table 16: Service-Document Configuration)</p> <p>Extended description</p> <p>Not used for this process element</p>

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4.15.5 Supporting Evidence References (Works Cited)

[PS_TPCM]	PS_TelauraProductCatalog_Management_v1.0.0.pdf, Product Specification Document for Telaura Product Catalog Management
PS_TSOM	PS_TelauraSalesandOrderManagement_v1.0.0 .pdf, Product Specification Document for Telaura Sales and Order Management

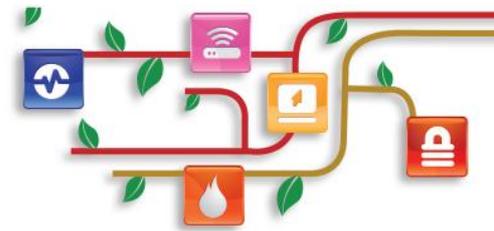
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4.15.6 Resource Development & Retirement (1.2.3.3) – Conformance Scores

Table 4-15 Resource Development & Retirement (1.2.3.3) – Conformance Scores

Level 2: 1.2.3.3 - Resource Development & Retirement [1/7]		
Level 3 Process	Level 4 Process	L4/L3 Process Score
	<i>1.2.3.3.1 - Gather & Analyze New Resource Ideas</i>	N/A
	<i>1.2.3.3.2 - Assess Performance of Existing Resources</i>	N/A
	<i>1.2.3.3.3 - Develop New Resource Business Proposal</i>	N/A
	1.2.3.3.4 - Develop Detailed Resource Specifications	5.00
	1.2.3.3.4.1 - Develop Detailed Resource Technical Specifications	100
	1.2.3.3.4.2 - Develop Detailed Resource Support Specifications	100
	1.2.3.3.4.3 - Develop Detailed Resource Operational Specifications	100
	1.2.3.3.4.4 - Develop Detailed Resource Manuals	100
	<i>1.2.3.3.5 - Manage Resource Development</i>	N/A
	<i>1.2.3.3.6 - Manage Resource Deployment</i>	N/A
	<i>1.2.3.3.7 - Manage Resource Exit</i>	N/A



5 Information Framework Assessment Overview

5.1 Mapping Technique Employed

The certification scope defines the list of ABEs (Aggregate Business Entities) to be addressed during the assessment. The entities, association classes and dependent entities for each ABE in scope are also included in the assessment.

The mapping technique used was based on the analysis of the SID model files and addendum specifications for the entities and association classes in scope and their related attributes. The role of each entity, association class or attribute is then interpreted and mapped into the Telaura CRM Suite information model related element. This will clearly state how the SID model is supported by Telaura CRM Suite.

5.2 Information Framework Assessment - ABE Scope

The diagram in Figure 5-1 illustrates the Information Framework Level 1 ABEs (as highlighted in blue) that were presented in scope for the Assessment.

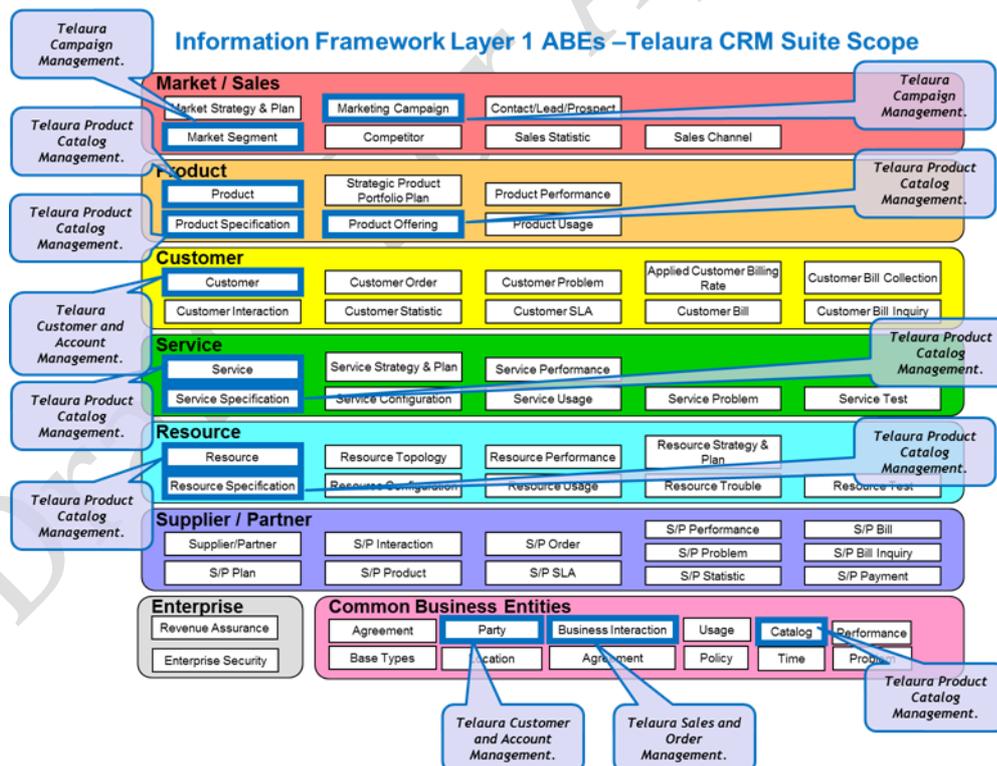
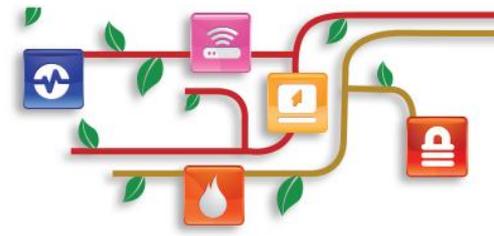


Figure 5-1 Level 1 ABEs in scope for Etiya Telaura CRM Suite Assessment



5.3 Product Scope

The diagram in **Figure 5-2** represents the mapping of Telaura CRM Suite to the Information Framework ABEs in scope for the assessment.

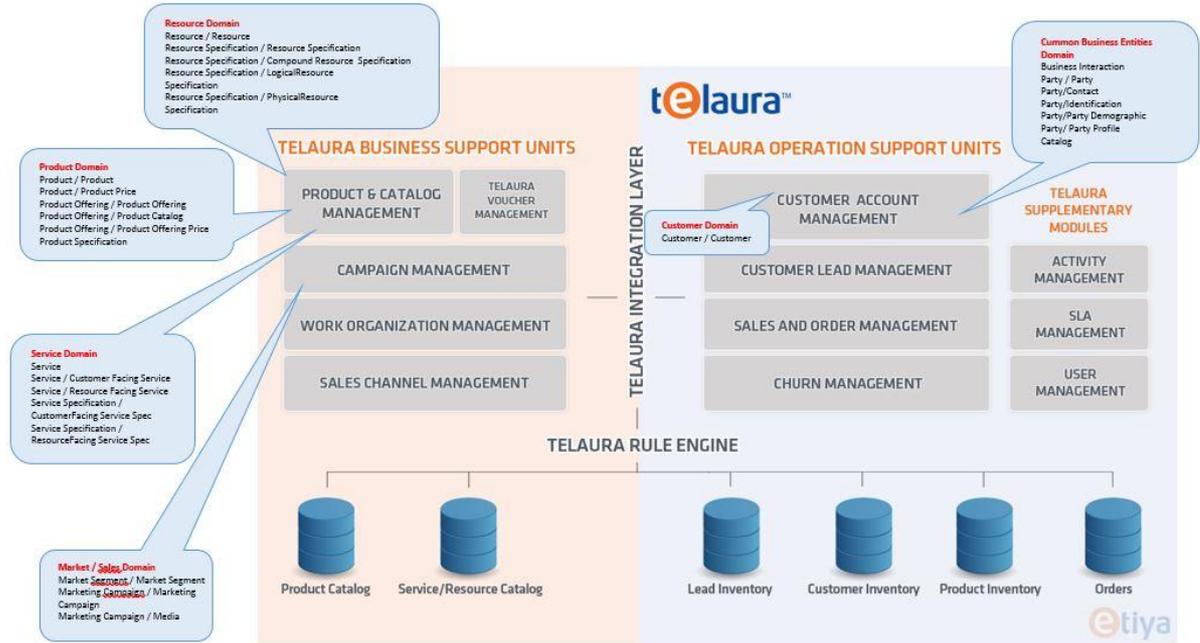


Figure 5-2 Telaura CRM Suite Footprint: Product Scope for SID Assessment

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6 Framework Conformance Result

This section details the Scores awarded to reflect Conformance of Etiya Telaura CRM Suite to the Business Process Framework & Information Framework components of Framework 13.0.

6.1 Business Process Framework – Scoring Rules

The conformance scores granted were based on the following TM Forum scoring rules:

Framework 13.0 Conformance Certification (Product/Solution/Implementation)		
Business Process Framework (eTOM) - Conformance Score Methodology		
Process Level	Conformance Score	Qualifier
Level 1 Process	Not applicable	Conformance Assessment shall not be carried out at this process level.
Level 2 Process	Not applicable	A conformance level is not awarded to Level 2 processes in Framework Certification. The Certification Report shall highlight the coverage within a Level 2 process submitted in scope for an Assessment, in terms of number of Level 3 processes submitted for assessment out of the total number defined in the Business Process Framework for the Level 2 process.
Level 3 Process	Conformance Score is awarded between 3.1 & 5.0	The Conformance Score is awarded for each Level 3 process submitted in scope for the Assessment. The Conformance Score awarded can be a value between 3.1* & 5 depending on the level of coverage & conformance to the Level 3 process based on the alignment to the level 3 Implied Tasks as decomposed in the Level 4 process definitions. If a Level 3 process has not been decomposed to Level 4 processes, the Level score is awarded according to alignment to the Level 3 defined Implied Tasks.
Level 4 Process	Level of conformance is calculated as input to parent Level 3 Process Score	Levels of conformance are calculated for Level 4 processes according to alignment to the individual implied tasks. Level 4 scores are summed and averaged to given an overall score for the parent Level 3 process.

* In earlier Conformance Assessments, scores were awarded to Level 1 & Level 2 processes using values 1 through to 3. For this reason, the Level 3 scores start from > 3.

Figure 6-1 TM Forum Business Process Framework: Conformance Scoring Rules



6.2 Business Process Framework – Conformance Result Summary

The graphs in this section provide an overview of the conformance levels granted to the Level 3 Processes presented in scope for the Etiya Telaura CRM Suite Assessment. Each Level 3 process was measured using a Business Process Framework (eTOM) conformance score according to level of Conformance – Full Conformance or Partial Conformance as described in section 6.1 Business Process Framework – Scoring Rules.

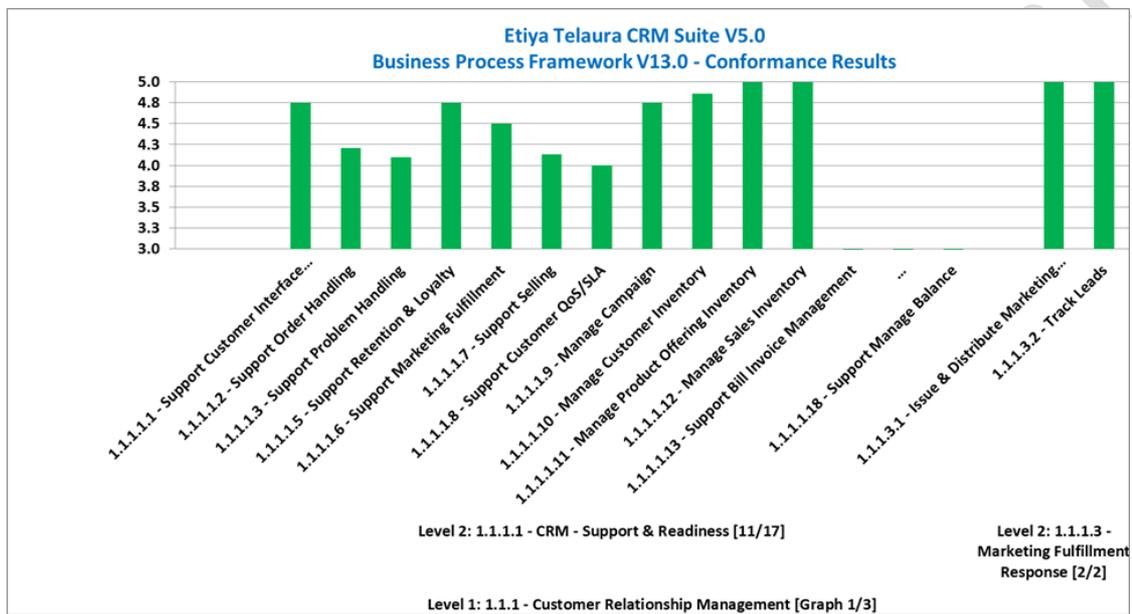


Figure 6-2 Business Process Framework: Conformance Result Summary [1/5]

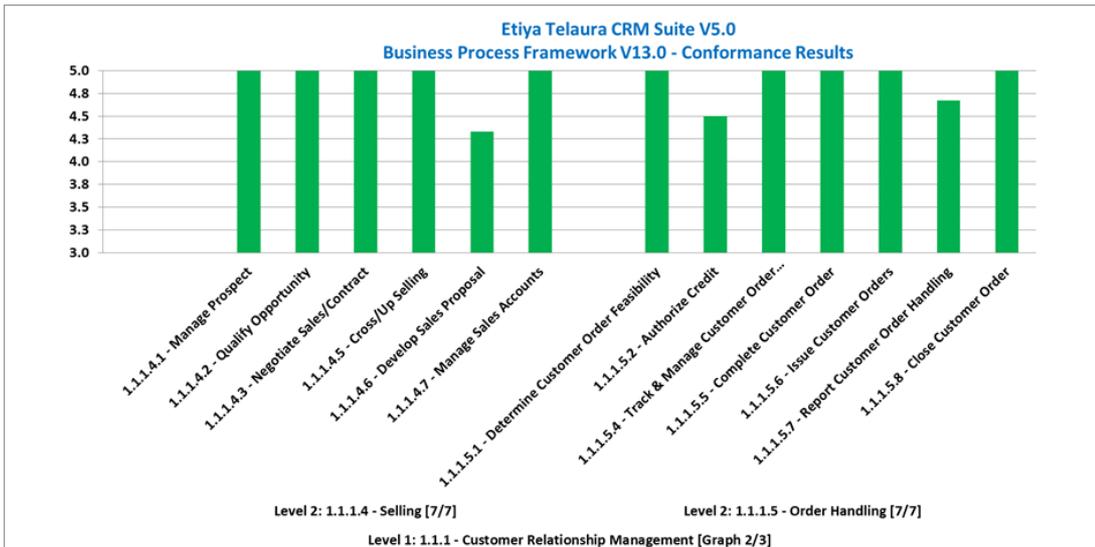


Figure 6-3 Business Process Framework: Conformance Result Summary [2/5]

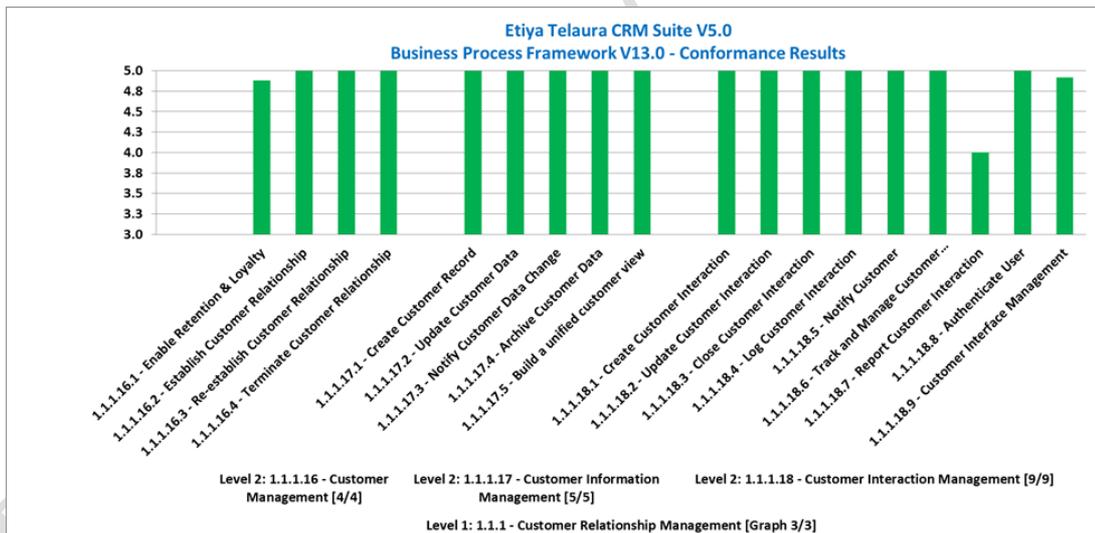


Figure 6-4 Business Process Framework: Conformance Result Summary [3/5]

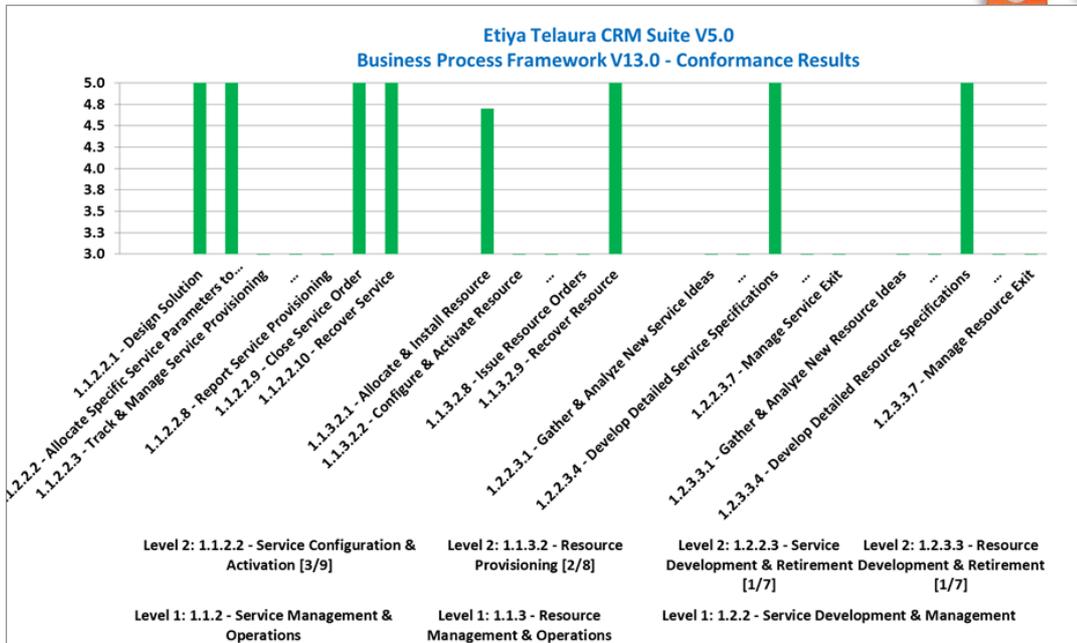


Figure 6-5 Business Process Framework: Conformance Result Summary [4/5]

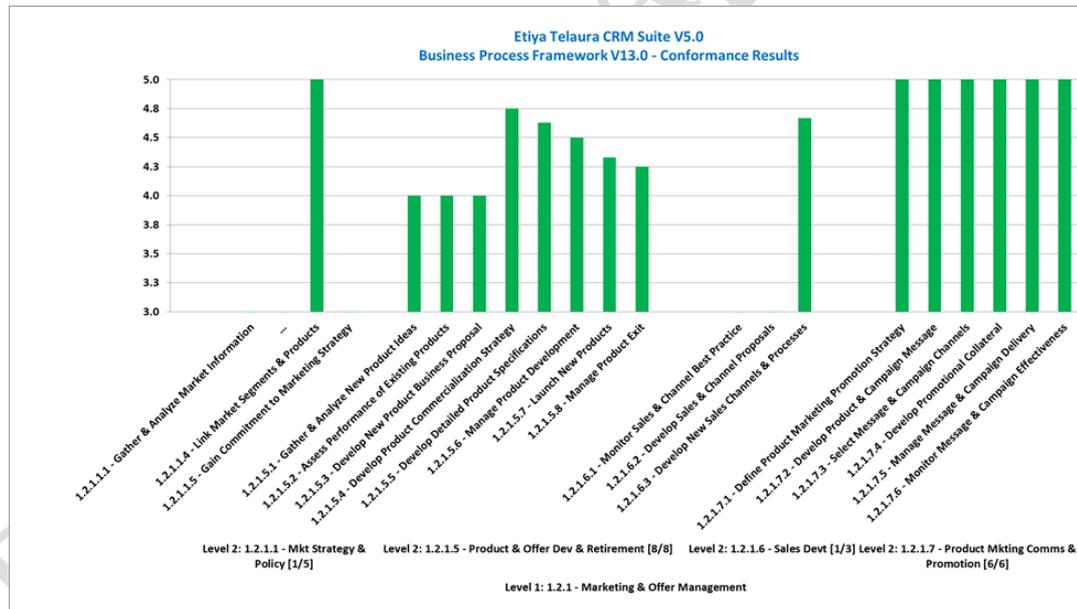


Figure 6-6 Business Process Framework: Conformance Result Summary [5/5]



6.3 Business Process Framework – Detailed Conformance Results

The following table provides a more detailed breakdown of the scores awarded with some additional commentary

Table 6-1 Business Process Framework: Detailed Conformance Results

Etiya Telaura CRM Suite V5.0 Business Process Framework V13.0 - Conformance Results		
Level 1: 1.1.1 - Customer Relationship Management		
Level 2: 1.1.1.1 - CRM - Support & Readiness [11/17]		
1.1.1.1.1 - Support Customer Interface Management	4.8	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.1.2 - Support Order Handling	4.2	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.1.3 - Support Problem Handling	4.1	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.1.5 - Support Retention & Loyalty	4.8	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.1.6 - Support Marketing Fulfillment	4.5	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.



1.1.1.1.7 - Support Selling	4.1	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.1.8 - Support Customer QoS/SLA	4.0	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.1.9 - Manage Campaign	4.8	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.1.10 - Manage Customer Inventory	4.9	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.1.11 - Manage Product Offering Inventory	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.1.12 - Manage Sales Inventory	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
<i>1.1.1.1.13 - Support Bill Invoice Management</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.1.1.1.14 - Support Bill Payments & Receivables Management</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.1.1.1.15 - Support Bill Inquiry Handling</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.1.1.1.16 - Support Charging</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>



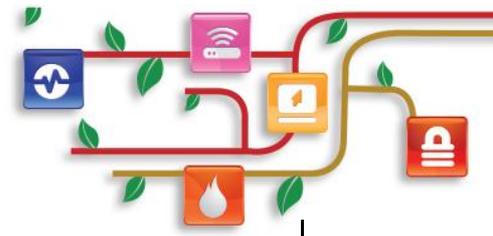
<i>1.1.1.1.17 - Support Manage Billing Events</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.1.1.1.18 - Support Manage Balance</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
Level 2: 1.1.1.3 - Marketing Fulfillment Response [2/2]		
1.1.1.3.1 - Issue & Distribute Marketing Collaterals	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.3.2 - Track Leads	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
Level 2: 1.1.1.4 - Selling [7/7]		
1.1.1.4.1 - Manage Prospect	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.4.2 - Qualify Opportunity	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.4.3 - Negotiate Sales/Contract	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.4.5 - Cross/Up Selling	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).



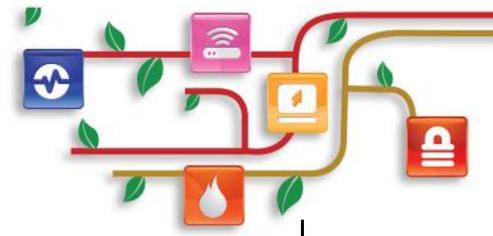
<p>1.1.1.4.6 - Develop Sales Proposal</p>	<p>4.3</p>	<p>Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.</p>
<p>1.1.1.4.7 - Manage Sales Accounts</p>	<p>5.0</p>	<p>Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).</p>
<p>Level 2: 1.1.1.5 - Order Handling [7/7]</p>		
<p>1.1.1.5.1 - Determine Customer Order Feasibility</p>	<p>5.0</p>	<p>Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).</p>
<p>1.1.1.5.2 - Authorize Credit</p>	<p>4.5</p>	<p>Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.</p>
<p>1.1.1.5.4 - Track & Manage Customer Order Handling</p>	<p>5.0</p>	<p>Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).</p>
<p>1.1.1.5.5 - Complete Customer Order</p>	<p>5.0</p>	<p>Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).</p>
<p>1.1.1.5.6 - Issue Customer Orders</p>	<p>5.0</p>	<p>Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).</p>



1.1.1.5.7 - Report Customer Order Handling	4.7	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.5.8 - Close Customer Order	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
Level 2: 1.1.1.16 - Customer Management [4/4]		
1.1.1.16.1 - Enable Retention & Loyalty	4.9	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.16.2 - Establish Customer Relationship	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.16.3 - Re-establish Customer Relationship	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.16.4 - Terminate Customer Relationship	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
Level 2: 1.1.1.17 - Customer Information Management [5/5]		
1.1.1.17.1 - Create Customer Record	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).



1.1.1.17.2 - Update Customer Data	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.17.3 - Notify Customer Data Change	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.17.4 - Archive Customer Data	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.17.5 - Build a unified customer view	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
Level 2: 1.1.1.18 - Customer Interaction Management [9/9]		
1.1.1.18.1 - Create Customer Interaction	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.18.2 - Update Customer Interaction	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.18.3 - Close Customer Interaction	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).



1.1.1.18.4 - Log Customer Interaction	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.18.5 - Notify Customer	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.18.6 - Track and Manage Customer Interaction	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.18.7 - Report Customer Interaction	4.0	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.18.8 - Authenticate User	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.18.9 - Customer Interface Management	4.9	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
Level 1: 1.1.2 - Service Management & Operations		
Level 2: 1.1.2.2 - Service Configuration & Activation [3/9]		
1.1.2.2.1 - Design Solution	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).



1.1.2.2.2 - Allocate Specific Service Parameters to Services	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
<i>1.1.2.2.3 - Track & Manage Service Provisioning</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.1.2.2.4 - Implement, Configure & Activate Service</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.1.2.2.5 - Test Service End-to-End</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.1.2.2.7 - Issue Service Orders</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.1.2.2.8 - Report Service Provisioning</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
1.1.2.2.9 - Close Service Order	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.2.2.10 - Recover Service	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
Level 1: 1.1.3 - Resource Management & Operations		
Level 2: 1.1.3.2 - Resource Provisioning [2/8]		
1.1.3.2.1 - Allocate & Install Resource	4.7	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
<i>1.1.3.2.2 - Configure & Activate Resource</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.1.3.2.3 - Test Resource</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.1.3.2.5 - Track & Manage Resource Provisioning</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.1.3.2.6 - Report Resource Provisioning</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.1.3.2.7 - Close Resource Order</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.1.3.2.8 - Issue Resource Orders</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>



1.1.3.2.9 - Recover Resource	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
Level 1: 1.2.1 - Marketing & Offer Management		
Level 2: 1.2.1.1 - Market Strategy & Policy [1/5]		
<i>1.2.1.1.1 - Gather & Analyze Market Information</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.2.1.1.2 - Establish Market Strategy</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.2.1.1.3 - Establish Market Segments</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
1.2.1.1.4 - Link Market Segments & Products	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
<i>1.2.1.1.5 - Gain Commitment to Marketing Strategy</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
Level 2: 1.2.1.5 - Product & Offer Development & Retirement [8/8]		
1.2.1.5.1 - Gather & Analyze New Product Ideas	4.0	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.2.1.5.2 - Assess Performance of Existing Products	4.0	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.2.1.5.3 - Develop New Product Business Proposal	4.0	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.



1.2.1.5.4 - Develop Product Commercialization Strategy	4.8	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.2.1.5.5 - Develop Detailed Product Specifications	4.6	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.2.1.5.6 - Manage Product Development	4.5	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.2.1.5.7 - Launch New Products	4.3	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.2.1.5.8 - Manage Product Exit	4.3	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
Level 2: 1.2.1.6 - Sales Development [1/3]		
<i>1.2.1.6.1 - Monitor Sales & Channel Best Practice</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.2.1.6.2 - Develop Sales & Channel Proposals</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
1.2.1.6.3 - Develop New Sales Channels & Processes	4.7	Partially Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
Level 2: 1.2.1.7 - Product Marketing Communications & Promotion [6/6]		



1.2.1.7.1 - Define Product Marketing Promotion Strategy	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.2.1.7.2 - Develop Product & Campaign Message	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.2.1.7.3 - Select Message & Campaign Channels	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.2.1.7.4 - Develop Promotional Collateral	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.2.1.7.5 - Manage Message & Campaign Delivery	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.2.1.7.6 - Monitor Message & Campaign Effectiveness	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
Level 1: 1.2.2 - Service Development & Management		
Level 2: 1.2.2.3 - Service Development & Retirement [1/7]		
<i>1.2.2.3.1 - Gather & Analyze New Service Ideas</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.2.2.3.2 - Assess Performance of Existing Services</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.2.2.3.3 - Develop New Service Business Proposal</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>



1.2.2.3.4 - Develop Detailed Service Specifications	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
<i>1.2.2.3.5 - Manage Service Development</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.2.2.3.6 - Manage Service Deployment</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.2.2.3.7 - Manage Service Exit</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
Level 2: 1.2.3.3 - Resource Development & Retirement [1/7]		
<i>1.2.3.3.1 - Gather & Analyze New Resource Ideas</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.2.3.3.2 - Assess Performance of Existing Resources</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.2.3.3.3 - Develop New Resource Business Proposal</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
1.2.3.3.4 - Develop Detailed Resource Specifications	5.0	Fully Conformant Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
<i>1.2.3.3.5 - Manage Resource Development</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.2.3.3.6 - Manage Resource Deployment</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>
<i>1.2.3.3.7 - Manage Resource Exit</i>	<i>N/A</i>	<i>This process was not submitted for assessment.</i>



6.4 Information Framework – Scoring Rules

The conformance scores granted were based on the following TM Forum scoring rules:

Framework 13.0 Conformance Certification (Product/Solution/Implementation)	
Information Framework (SID) - Conformance Score Descriptions	
Conformance Score	Qualifier
Non Conformance [Score = 1]	The content of the model is compatible with a subset of the Information Framework (SID) ABEs that define its domain coverage. This provides two interacting components/solutions with a common vocabulary and model structure. The subset represents the scope of the model, expressed in Information Framework (SID) domains and ABEs.
Non Conformance [Score = 2]	The model has passed level 1 conformance and the content of the ABE, part of the domain coverage and defined in the model, contains the ABE's core business entity or entities. A core business entity is an entity upon which other entities within the ABE are dependent. e.g. Service in the Service ABE. A core entity is also an entity whose absence in the ABE would make the ABE incomplete.
Very Low Conformance [2.0 < Score <= 3.0]	The model has passed level 2 conformance and <u>*a percentage of the required attributes of the ABE's core entity or entities</u> are defined in the model.
Low Conformance [3.0 < Score <= 4.0]	The model has passed level 3 conformance and <u>*a percentage of the dependent entities</u> within the ABE are defined in the model. A dependent entity is one whose instances are dependent on an instance of a core entity. For example, a ServiceCharacteristic instance within the Service ABE is dependent upon an instance of the Service entity.
Medium Conformance [4.0 < Score <= 5.0]	The model has passed level 4 conformance and <u>*a percentage of the required attributes</u> of the ABE's dependent entities are defined in the model.
High Conformance [5.0 < Score <= 6.0]	The model has passed level 5 conformance and <u>*a percentage of all attributes</u> of the ABE's core entities are defined in the model.
Very High Conformance [6.0 < Score < 7.0]	The model has passed level 6 conformance and <u>*a percentage of all attributes</u> of the ABE's dependent entities are defined in the model.
Full Conformance [Score = 7.0]	The model has achieved Level 7 conformance (Full Conformance) and <u>all</u> attributes of the ABE's core & dependent entities are defined in the model.
* For each level, according to what is required, a value is calculated based on the percentage of entities/attributes supported - as appropriate. This will result in a decimal figure (rounded to one decimal place).	

Figure 6-7 TM Forum Information Framework: Conformance Scoring Rules

Notes:

A **core business entity** is an entity upon which other entities within the ABE are dependent. For example, Service in the Service ABE. A model should strive to attain as high a level of Information Framework (SID) conformance as possible. A core entity is also an entity whose absence in the ABE would make the ABE incomplete.

A **dependent entity** is one whose instances are dependent on an instance of a core entity. For example, a ServiceCharacteristic instance within the Service ABE is dependent upon an instance of the Service entity.



6.5 Information Framework – Conformance Result Summary

The following graphs provide an overview of the conformance levels granted to the ABEs presented in scope for the Etiya Telaura CRM Suite Information Framework Assessment. Each ABE was measured using an Information Framework (SID) conformance scale of 1–7 as described in section 0.

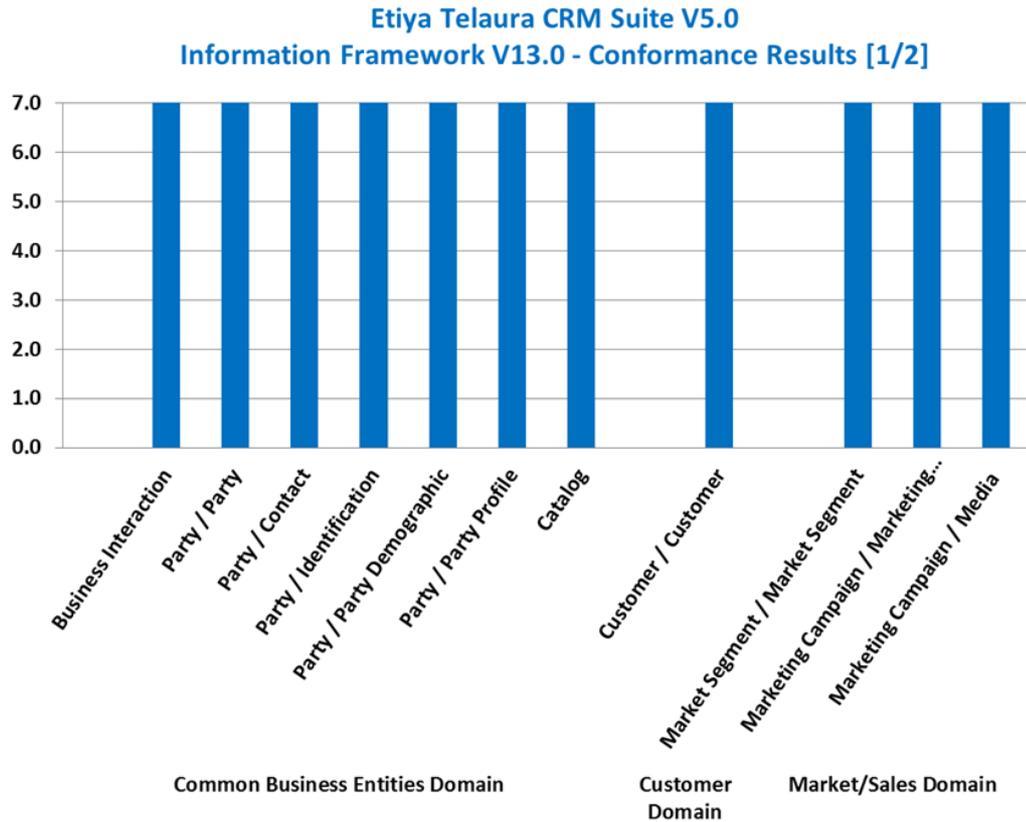


Figure 6-8 Conformance Result Summary CBE, Customer & Market/Sales Domains



Etiya Telaura CRM Suite V5.0
Information Framework V13.0 - Conformance Results [2/2]

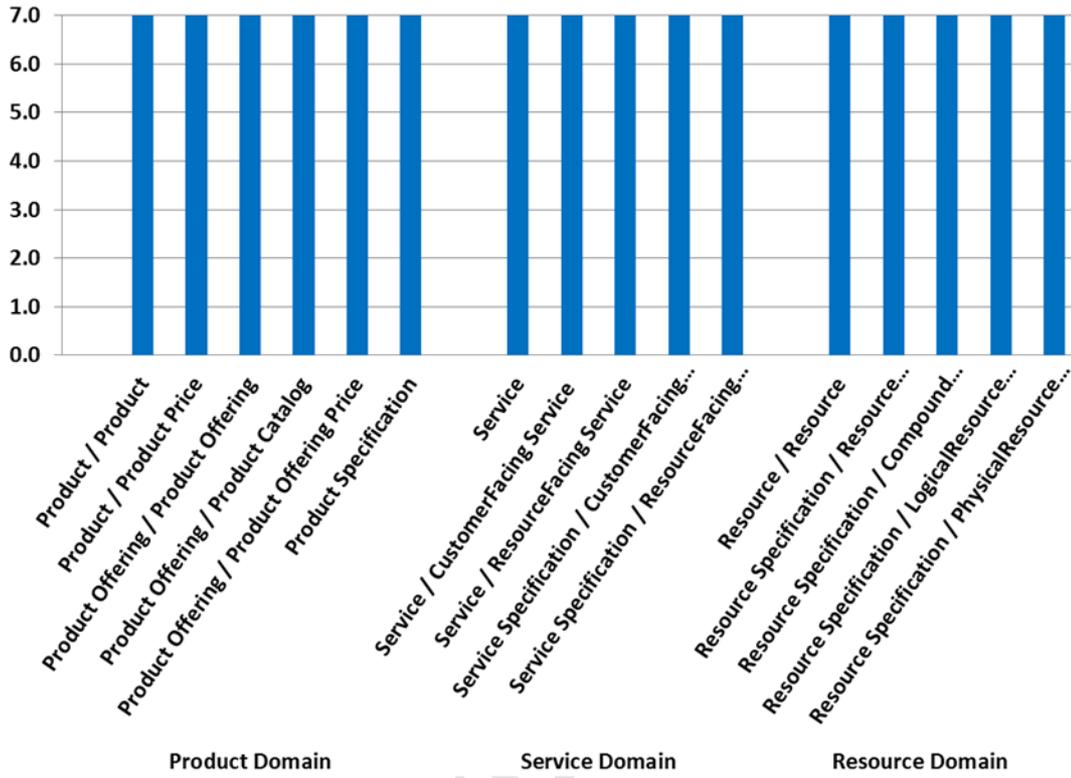


Figure 6-9 Conformance Result Summary Product, Service & Resource Domains

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6.6 Information Framework – Detailed Conformance Result

The following table provides a more detailed breakdown of the scores awarded with some additional commentary.

Table 6-2 Information Framework: Detailed Conformance Result

Etiya Telaura CRM Suite V5.0 Information Framework (SID) R13.0 - Conformance Scores		
ABE	Conformance Score	Comment
Common Business Entities Domain		
Business Interaction	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Party / Party	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Party / Contact	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Party / Identification	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Party / Party Demographic	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Party / Party Profile	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Catalog	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Customer Domain		



Customer / Customer	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Market/Sales Domain		
Market Segment / Market Segment	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Marketing Campaign / Marketing Campaign	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Marketing Campaign / Media	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Product Domain		
Product / Product	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Product / Product Price	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Product Offering / Product Offering	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Product Offering / Product Catalog	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Product Offering / Product Offering Price	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.



Product Specification	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Service Domain		
Service	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Service / CustomerFacing Service	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Service / ResourceFacing Service	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Service Specification / CustomerFacing ServiceSpec	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Service Specification / ResourceFacing ServiceSpec	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Resource Domain		
Resource / Resource	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Resource Specification / Resource Specification	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Resource Specification / Compound Resource Specification	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.



Resource Specification / LogicalResource Specification	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Resource Specification / PhysicalResource Specification	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.

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